

AUTHOR & JOURNALIST

**What Manuscripts
You Can Sell This Year**

1958 Forecast Issue

HOW EDITORS LOOK AT VERSE

ETHEL JACOBSON

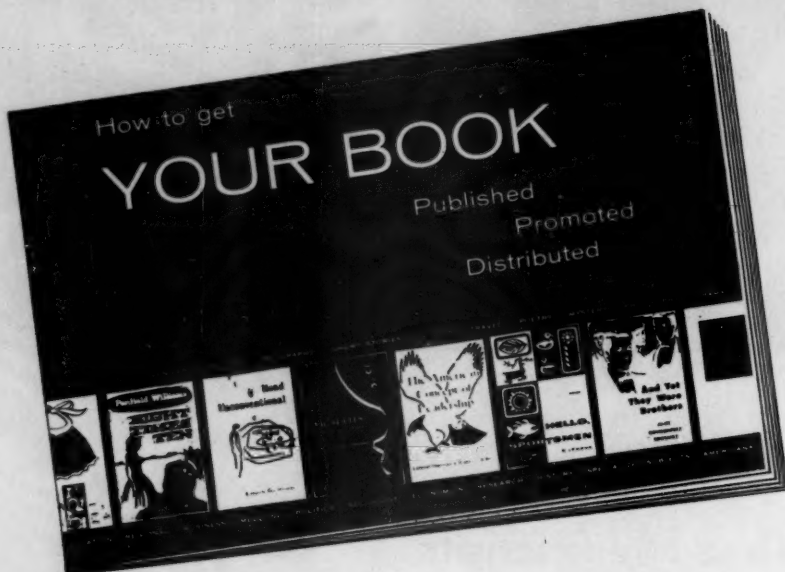
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Useful to Writers**

**Handy Market List
of Magazines**

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NELSON ANTRIM CRAWFORD, Editor

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JANUARY, 1958



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What Magazines Will Buy in 1958

THIS 1958 Forecast Issue of *Author & Journalist* is designed to give all types of writers an insight into what magazine editors will be seeking during the year now starting.

In contrast to 1957, in which there were many changes—some of them disturbing—1958 looks from now like a fairly steady year.

Several magazines of above average prospects have been recently established. *Fling* is a new and amusing men's magazine departing from the typical format—it has a 5½ x 8 inch page—and the two typical formulas: American sex and American adventure. *Fling* has plenty of sex, but the emphasis in both fiction and fact is on European and Asian settlements.

Vastly different is the *Diplomat*, a new and elaborate magazine of international society edited by Hope Ridings Miller. It contains a great deal of fairly brief sophisticated material about social customs, the arts, travel. It uses no fiction at present but some light verse tending to the satirical. Published in Washington, it is in a unique position to catch the flavor of its field.

Another magazine of international tone is *Western World Magazine*, which deals intellectually and authoritatively with the Atlantic Community—the United States and other Western nations. The North American editor is Edgar Ansel Mower, noted author, broadcaster, and winner of a Pulitzer Prize for overseas reporting. *Western World* offers an opportunity for writing of literary quality on political, economic, and cultural matters in the Western nations.

The Ziff-Davis organization is adding a new publication, *HiFi & Music Review*, the first issue of which will appear January 28. It is edited by Oliver P. Ferrell, who is also executive editor of *Popular Electronics*. The two magazines together will buy at least \$20,000 worth of freelance material in 1958.

Writers of popular fiction will be interested in the revival of *Short Stories Magazine*, which from 1888 till recently published a great deal of outstanding fiction of general reader appeal. Sylvia Kleinman, editor of *Satellite Science Fiction*, has taken it over and will emphasize short stories of action and adventure.

Freelance writers will find future opportunities in the expansion of the old Mercury chain, which has been bought by B. G. Davis and renamed Davis Publications. In addition to *Ellery Queen's Mystery Magazine*, published by Mercury for years, about 20 new titles will appear in the course of a five-year expansion program.

The first three will appear in the spring of 1958, two having been already announced—*Jack London's Adventure Magazine* and *Popular Music*. These magazines have been well stocked from local sources to start with but in 90 days or so should be ready to invite freelance writers to submit material.

There seems little prospect of marked change in the types of material sought by most magazines. The proportion of fiction in magazines that use it remains about stationary. A slight increase is noticeable in the men's magazines.

The Fiction Situation

In diagnosing the fiction situation a number of editors have pointed out that really good fiction is hard to get. One high-paying magazine characterizes most of the submitted stories as "impossible."

It is admitted that readers would enjoy more fiction. However, article writers are producing much more interesting stuff—and almost anybody prefers good fact articles to second-rate stories. It is freely predicted that when writers produce more first-class fiction in tune with the times magazines will use more.

At the same time, the amount of fiction submitted does not diminish. The average editor receives several times as many stories as articles and queries about prospective articles—although he uses more articles. The mere mathematics of the situation favors the article writer, apart from the fact that the average article is better.

The most acceptable themes for fiction show little change. There is constant demand for humor, from the most literary to the least literary of magazines. Strong stories of adventure are wanted though they necessarily must compete with manuscripts of true adventure. The *Saturday Evening Post* mentions a current need for "stories with a business background." Other magazines are using a somewhat increasing proportion of business fiction, which always attracts male readers.

McCall's finds most in demand "emotional problem stories, love stories, light humorous pieces, suspense stories, and family stories."

The old standby, young love, has lost little of its popularity though it is pressed by stories of family life among young people—a reflection of the current trend toward youthful marriages.

Stories about children or told from a child's point of view are being used steadily, though to a less extent than a few years ago. These, editors point out, offer a handicap to the writer in that every magazine receives more potentially usable stories of this type than any other, making competition stronger.

Every year increasing emphasis is laid on what Kathryn Bourne, fiction editor of *Cosmopolitan*, calls "adult themes handled in an adult way." She adds with reference to her own magazine, though it is applicable to many others:

"We demand full characterization, believable plots. We are not interested in period stories, regional stories, and we avoid racial and religious issues in our fiction."

In practically all magazines of general circulation stories mainly conveying a mood are unacceptable. Something significant must happen to make a story. Increasingly this is true even of the literary reviews and little magazines.

In those of the men's magazines which use fiction, the emphasis, as heretofore, is on sex and adventure, tending more and more to off-trail plots in both categories. There is, however, considerable broadening.

For instance, Ray Russell, executive editor of *Playboy*, says "the biggest mistake made by writers

is the assumption that material for *Playboy* requires some kind of sex angle. Nothing could be more erroneous. We want good, solid writing on all subjects of interest to the young, intelligent urban men who read *Playboy*.

"Fiction writers should remember that we prefer to see well-constructed stories rather than sketches or slices of life. We require vigorous, polished prose of the highest order—offhand writing and top-of-the-head stuff is not sought here nor is it tolerated."

Contrary to the opinions of inexperienced writers, magazines are looking constantly for new writers of high quality. The search has been intensified, perhaps, by the fact that a good many established writers are devoting their attention to television, thus leaving more room for newcomers.

Ideas in Science Fiction

Like other fields, science fiction is becoming more adult both in the specialty magazines and in the general magazines that are using it more and more extensively. To any writer interested in science fiction the remarks of H. L. Gold, the long-experienced editor of *Galaxy Science Fiction*, will prove important:

1. Novices *sometimes* (underscore that word heavily) come up with fine ideas—that they lack the skill to develop and write acceptably. That, of course, is the result of sending in material before the writer can compete on a professional footing, somewhat like a first-year med student considering himself ready to commit major surgery. Authors should ask themselves if they've worked hard and long enough at learning their trade to know what to do with the occasional good ideas they get.

Premature submission is a risky business. However honest an editor may be, he can in thoroughly good faith reject a poorly handled story, which, please note, is only one of thousands read each year, haul the completely forgotten theme out of his innocent but non-forgetting subconscious, and give it to some professional writer in need of an idea. I don't think I've ever done that, but I can't ever vouch for my memory tank, any more than anyone else can do for his own.

More important, in my opinion, is that premature submission leads naturally to rejection, which in turn causes, if premature enough, inevitable discouragement.

2. Professional writers entering science fiction generally produce inferior ideas, which, however, they develop and handle with skill. Ideas are the very foundation of good science fiction. Before submitting material, preferably even before writing it, authors should ask themselves: How obvious is the theme? For if it's in the headlines or is one of the big problems facing mankind, there is almost no chance that editors aren't getting too many stories on the same theme.

Articles: Research and Writing

The field for special articles has grown so varied that no generalization is possible except that magazines universally would like better-researched and better-written material. Comments from editors of widely different publications give a comprehensive picture of the opportunities open to fact writers.

John Fischer, Editor, *Harper's Magazine*:

During 1958 we shall be particularly eager to see authoritative and skillfully written manuscripts about the changes in American society—social, economic, political, and cultural—which ordinarily do not get

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thoroughly reported in the daily press. We shall be particularly interested in those which not only are informative but also are handled with both insight and some humor. Humorous writing, which is neither slapstick nor trivial—which makes a serious and significant point in a light-handed way—is particularly scarce, and particularly welcome.

We are eager to see more good reportorial articles from areas outside the Northeastern states; very little such material seems to be coming out of the South and the Middle West (with the exception of pieces from the South on race relations, of which we get too many).

It seems to me that most writers are missing two major opportunities:

1. Only four or five first-rate men seem to be specializing on medical and scientific articles; there should be room for at least twice that many.

2. Before he was elected to the Senate, Richard L. Neuberger made a good living and a national reputation by writing about the Pacific Northwest. No one, so far as I know, has taken his place in that area; and I don't know of anyone who has specialized so successfully in regional reporting in any other area of the United States.

Pierre Berton, Managing Editor, Maclean's:

As far as subject-matter is concerned we are looking more and more for the off-beat and unusual type of story—pieces that break the normal pattern but are still readable and understandable and lively. It has been our feeling here that the writing quality of much that is published in the periodical press today is not as high as it ought to be. Writers have certainly learned to research more than they used to, but very often they don't know what to do with the research.

It is my own conviction that it is possible to obtain high literary quality in magazine articles and still retain mass appeal.

You asked us what material we have plenty of—and what is scarce. We have plenty of nothing; everything is scarce. We have more trouble finding articles of interest to women than articles of interest to men, however. We are interested in food (but not from the women's magazine point of view—more from the glamour point of view), in the entertainment and television fields, and human interest stories about the family and about important women. We find these difficult to get done to our satisfaction.

John English, Managing Editor, McCall's:

We are constantly looking for timely major features, and articles on subjects of controversy. For example, "Are We Teaching Children Too Much About Sex?" We also want interesting articles about people, celebrities or otherwise.

The most common type of unusable material we receive is the re-hash of an article which has been successful in our magazine or another magazine in the field. It is a great timesaver for both writer and editor if the writer queries before preparing a manuscript.

Hugh Curtis, Editor, Better Homes & Gardens:

As you know, the interests of our family units here in the United States are constantly expanding and we expect to widen our editorial treatments to meet this expansion. *Better Homes and Gardens* is a family magazine, not a "woman's book," a "gardener's book," a "decorator's book," or a "builder's book" although we treat heavily in all these fields.

Next year we should be most interested in help from your authors and journalists with how to make all manner of things for the home. We are "short" of copy on adequate wiring for electrical equipment of all kinds and homeowner experiences with house wiring.

Beyond that we should appreciate reviewing articles on religion, experience stories of various parishes and

AUTHOR & JOURNALIST

congregations in promoting their churches, child care and training as developed in the home, articles on health, articles on newly developed medicines.

We have recently found a considerable reader interest in the experiences of various civic groups in promoting city interest. We have been presenting experiences of garden clubs as prime movers in city betterment. Good, compact reporting on how citizens of various towns have managed their governments, their schools, and their taxes would interest us.

John M. Carter, Editor, Household:

In predicting what changes will take place in 1958 for our type of home service magazine, I am going to pick a commodity that has been in short supply in recent years—good, interesting writing. In our type of non-fiction magazine, many subjects must be repeated frequently, so that the problem is to take a routine subject and treat it in a fresh, readable manner.

What material is scarce? Nothing. We are getting plenty of everything—it just isn't as carefully done as it could be.

The Poetry Market

Most editors enjoy poetry and would be glad to see increasing public interest in it. Some work good poetry in occasionally in the hope it will develop a following. For instance, *Mademoiselle* is not a consistent user of poetry, "but would never turn down distinguished verse."

A heartening sign of interest in poetry of high quality is the fact that *Poetry: A Magazine of Verse*, which has operated under financial difficulties since its founding in 1912, has now the biggest

circulation in its history. The total of 5,400 is not large as circulations go, but it is remarkable for a poetry magazine.

Magazines generally in 1958 will use about the same amount and same types of verse as heretofore. There is an excellent market for light verse of the highest quality, very little for run-of-the-mine stuff. Serious poetry appears mainly in the quality magazines, the university reviews, and the little magazines. The tendency is away from the strictly traditional but not toward the unintelligible.

The Confessions Grow Up

The writer interested in the confession magazines will get much help from the suggestions of Frank R. Gould, editor of the Macfadden magazines, *True Romance* and *True Experience*:

Too many writers have misconceptions of what this field is like. To begin with, they consider it merely as a means to make a fast dollar and they have little regard for the reader or their own growth as writers. They don't dig deeply into their own lives, or the truth, and usually come up with hackneyed story lines and stock characters. Too often they submit stories with the following clichés: killing off parents in auto accidents, orphans, only children, drunken fathers, unfit mothers, auto mechanics, waitresses, hillbillies, phony climaxes, and Mama didn't tell me.

Anyone sincerely interested in our market will first read our stories and will come to understand how hard we try for realism and freshness. By *freshness* I don't mean contrivances. I do mean memorable experiences, based on truth.

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How To Get Started As A Writer

There are more opportunities in the writing field today than ever before. And getting started is easier than ever before, too . . . if you know literary techniques, markets and the devices of professional authors. Yes, if you like to write you probably have enough talent to become a published author once you've learned how to tailor your material to the requirements of editors.

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For the immediate future we would welcome articles or story articles dealing with timely, important subjects. To mention a few, we are interested in family life, delinquency, juvenile weddings, school pregnancies, sex before marriage, natural childbirth, desertion, financial and emotional security.

Like other publications, the confession magazines have grown up as has the American population. They now offer a market to which no writer need feel ashamed to contribute. Their disadvantage, from the writer's standpoint, is the anonymity of their contents; in the nature of things, they can't carry bylines except over fact articles. An advantage they offer to the beginner is training in plot, characterization, and believability—qualities transferable to out-and-out fiction.

The Religious Market

In the religious field there is fast increasing interest in feature articles on secular but constructive incidents and projects. *Together* has pioneered in this.

Christian Herald in 1958, says Kenneth L. Wilson, managing editor, will be "looking particularly for articles of social significance on subjects in which church-interested people should be informed. Our fiction, too, should have somewhat of this quality rather than offering entertainment only.

"We are continuing also short personal experiences for our 'Finger of God' series. These first-person pieces describe situations in which coincidence upon coincidence can be attributed with any adequacy only to divine intervention."

Likewise the *Catholic Digest* and other religious magazines are emphasizing brief personal incidents of religious import.

Business and Specialized Magazines

Among business journals and other specialized magazines there is continuing interest in material that is specific and applicable. John Anderson, managing editor of *Summer and Casual Furniture*, complains that many articles he receives are "too general and 'impressionistic.'"

A fairly new tendency is in the direction of controversy. This is stressed by *Guns Magazine* and the *Skipper*. The latter has, for instance, criticized the boat shows and has questioned the authenticity of some of the current sailing ship replicas.

As professional business writers know, there is increasing reliance on staff correspondents in key cities. Competent reporter-photographers who have not explored this field will find it worth while to do so.

THESE are the highlights of the manuscript market situation in magazines as 1958 opens. In them every writer should be able to find specific opportunities for him. There is no chance of a surplus of first-class work adapted to the interests of present-day readers.

AUTHOR & JOURNALIST

Contests and Awards

The Poetry Society of Virginia offers the Norfolk Prize (\$50, with a second prize of \$25) for a sequence of two or three related sonnets; the Princess Anne Prize (\$25) for a lyric not longer than 42 lines; the Stanley Corprew Paul Memorial Prize (\$25) for a poem on peace; From the Light-house Prize (\$25) for an inspirational poem not longer than 30 lines.

All poets are eligible for these. There are four other prizes restricted to residents of Virginia or members of the society.

All poems must be unpublished and must not be submitted elsewhere till the results of the contest are announced. Entries must be signed with a pen name and bear a notation as to the prize for which they are intended. The author's name and address should be in a sealed envelope. Copies will not be returned but at the close of the contest writers have all rights to their work.

Closing date, March 1. Address Mrs. Harry H. Meacham, Contest Chairman, 4103 Bromley Lane, Richmond 21, Va.

- A & J -

Charles E. Tuttle Co., a book publishing firm with offices in Japan as well as the United States, offers ten prizes ranging from \$10 to \$100 for unpublished poetry on Japan. Closing date, March 31. Details are obtainable from Charles E. Tuttle Co., 28 S. Main St., Rutland, Vt.

- A & J -

Competition for the annual Spur Awards of the Western Writers of America will close March 1. They are restricted to work published in the United States in 1957.

The categories cover Western historical or regional novels, traditional Western novels, Western non-fiction books, Western juvenile novels, Western short stories.

The rules for submission, which are rather elaborate, may be obtained from Forbes Parkhill, 2246 Locust St., Denver 7, Colo.

- A & J -

The Chattanooga Authors and Artists Club is again sponsoring a national poetry contest with prizes of \$15, \$10, \$5.

Closing date, April 1. Rules are available from Mrs. F. E. Funk, 826 Kentucky Ave., Signal Mountain, Tenn.

SOOLAND WRITERS POWWOW

The Sooland Writers Powwow, sponsored by the Sioux Writers Club and Morningside College, will be held February 16 at the Sheraton-Martin Hotel, Sioux City, Iowa.

There will be a full day of workshops under professional writers, with emphasis on trends and markets. Anyone attending may enter a short story, which will receive a free critical analysis by a workshop leader. Miss Margaret Cray is chairman of the conference.

Fee, \$3.50 including dinner. Details are obtainable from the Sioux Writers Club, 3245 Pierce St., Sioux City 4, Iowa.

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Books for Writers

In this department are reviews of new books of special interest to writers. As a service to its readers, Author & Journalist will supply any of these books at the published price postpaid. Send order with remittance to Author & Journalist, 1313 National Bank of Topeka Building, Topeka, Kansas.

JUBILEE: ONE HUNDRED YEARS OF THE ATLANTIC, edited by Edward Weeks and Emily Flint. Atlantic-Little, Brown & Company. 760 pages. \$7.50.

The *Atlantic* is the only magazine in which probably every writer would be proud of appearing. For 100 years it has stood as a symbol of American culture.

In celebration of the magazine's centennial Mr. Weeks, the editor, and Mrs. Flint, the managing editor, have produced a brilliant anthology including fiction, poetry, humor, essays, special articles, from the beginning to 1957. Grouped by type or subject matter rather than chronologically, the selections make wonderfully varied reading.

Mr. Weeks's historical introduction and his comment on the various sections and authors add materially to the usefulness and the charm of the book.

JAPAN DICTIONARY: JAPANALLA, by Lewis Bush. Philosophical Library. 260 pages. \$10.

In line with its policy of publishing specialized dictionaries—essentially brief encyclopedias—Philosophical Library has brought out this brilliant, authoritative, elaborately illustrated book on Japan. The author is an Englishman, formerly a teacher in Japan, now with the Japan Broadcasting Company beaming programs overseas as well as to Japan.

The book, arranged alphabetically, contains a mass of valuable information on both old and modern Japan. No writer dealing at all with the Orient in his work should be without this volume. It will prove a big help also to anyone seeking a better understanding of Japan and its people.

TELEVISION PLAYS FOR WRITERS, edited by A. S. Burack. The Writer, Inc. 404 pages. \$5.

Eight outstanding TV scripts are presented complete with the production notes and camera instructions used in producing them. Each is followed by the playwright's comment.

This is an excellent collection offering a wide variety of popular drama by such authors as Edith and Samuel Grafton, Anne Howard Bailey, and Gore Vidal. Vivid reading, and full of stimulation for the ambitious playwright.

BACON'S PUBLICITY CHECKER, 1958. R. H. Bacon & Co. 320 pages. \$18.

The sixth annual Bacon volume is more extensive and comprehensive than any of its predecessors. It lists 3,447 magazines, mostly business journals, with the types of free publicity material each uses. There is ample room on each page for the user's notes. More than 2,000 changes appear from the previous volume—which indicates how fast magazines change.

Invaluable to anyone engaged in public relations, as a good many writers are.

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HOW A PROMINENT ACTOR, A GLAMOROUS ENTERTAINER AND A U.S. SENATOR FIGURED IN THE PROMOTION CAMPAIGNS OF THREE EXPOSITION BOOKS...



CHARLTON HESTON, the celebrated star of motion pictures, radio and television, is seen here with James Kepler, author of *The Jordan Beachhead*, while the actor's wife proudly displays a copy of the book at a gala reception and autograph party in L.A. Mr. Heston gave Exposition his whole-hearted cooperation in the book's headline promotion campaign. He took time off from his own hectic publicity campaign for his latest film, *The Ten Commandments*, to write a foreword to the book and to autograph copies along with the author at this affair (over 500 attended). Mr. Kepler received over \$1,300 in royalties in the first six months, and the *L.A. Herald-Express* hailed his book as "an outstanding and remarkable first novel."

Photo—PHILIP BRAUN STUDIO, LOS ANGELES

WENDY BARRIE, glamorous star of motion pictures, radio and TV, receives a copy of *The Pageant of the Mediterranean* from Edward Uhlan, president of Exposition Press, at a book-christening party aboard the cruiseship *Oslofford*. Our promotion staff arranged one of the most spectacular publication-day book "launchings" in publishing history in honor of author Sheridan Garth. Miss Barrie "launched" the book with the traditional champagne bottle at the press party attended by 70 representatives of N. Y. newspapers, wire services, radio and TV, and transportation officials. National feature stories, followed up by intensive selling, rocketed the book into its 4th edition and its selection by the Travel Book Club



SENATOR EDWARD J. THYE (Minn.), proponent of legislation to establish a National Cemetery at Birch Coulie, site of the Indian Massacre of 1862, receives a copy of a novel based on the bloody event from the author, Dr. Bernard F. Ederer, who donned the garb of a Sioux chief for the occasion in the nation's capital. The author, now a resident of Calif., personally attended autograph parties (with huge turnouts) in Minn., and was interviewed on radio-TV in Minneapolis, L.A. and Baltimore. A "Cavalcade of Books" selection, *Birch Coulie* sales for the first three months amounted to \$600 in author's royalties. The book was recently acclaimed by the *L.A. Herald-Express* as "a first-rate historical novel that is a must for all readers of frontier lore."

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Happy New Year? Well, it all depends...



If you're selling as much material as you'd like to sell, and selling to the markets you've always wanted to hit, there's every chance that 1958 *will* be happy. You're doing fine, and you'll probably keep it up.

But if 1957 was a pretty empty year for you as far as sales were concerned, and there's no reason to suppose that the one which has just started is going to be any different, then—as far as your writing career is concerned—the possibility of a happy 1958 isn't quite so likely. And if that's the case, it's good sense to start the new year right by admitting one of two things to yourself:

... Either there's something wrong with your stuff.

... Or there's something wrong with the way you're marketing it.

SMLA, which makes over six thousand sales yearly for clients, has a long-established reputation for expert manuscript marketing and selling, and for skillful unraveling of snarled-up techniques. Your decision to send us some of your material, therefore, may well be the first step toward that happy new year everybody's been mentioning.

SERVICE: If your material is salable, we'll sell it to the best possible markets at best possible rates, and cover sale of additional rights throughout the world. If your material is unsalable as it stands but can be repaired, we'll give you detail-by-detail advice on how to repair it, so that you may, without additional charge, return it to us for sale. And if your material is completely unsalable, we'll tell you why, and give you specific advice on how to avoid those errors in future material. We report within two weeks.

TERMS: PROFESSIONALS. If you are selling fiction or articles regularly to national magazines, or have sold a book to a major publisher within the past year, we'll be happy to discuss handling your output on straight commission basis of 10% on all American sales, 15% on Canadian sales, and 20% on British and other foreign sales.

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—*Magazine Industry*

Order your copy from your local bookseller, or directly from the publishers, Harper and Brothers, 49 East 33rd St., New York 16. \$3.00.

HOW EDITORS LOOK AT VERSE

By ETHEL JACOBSON

HAVE you ever groused around chewing on an eraser and wishing it were an editor's ear? If only an editor would break down and tell you exactly what he's after and how he wants it written—and just where you're missing the mark—landing in print would be pie.

You'd like something more personal than general market requirements. Following those as best you could, perhaps you knocked out a dilly, which came back with a plain rejection or one of those baffling, "We loved this. Sorry it's no go." The editor could so easily have added some constructive analysis, but all you get is "with our vast number of submissions, individual criticism is impossible" and, what's more, you shouldn't expect it.

You're darn right you shouldn't! It's up to you to learn the rudiments of your trade first, as well as if you hoped to do professional piano-tuning or cake-decorating. If authors did this it would avoid 90% of the clinkers in the editor's reject pile.

Almost anywhere you can find writing courses, study groups, expert counseling, books to absorb on your own, copies of the magazines you're gunning for, and *Author & Journalist* every month to spell out the techniques of writing and selling in

various fields. Almost anyone can learn how to write, what to write for a given market, and where to dump the bath water before an editor throws out the baby with it.

It's normal to dote on your own offspring, and to dote especially on the frail, the imperfect. And all too often the brain children hopefully left in a basket on the editor's doorstep are the ones that should have been drowned at birth.

An editor hates to tell you this. He doesn't like to cause anguish. Nor to offend the most inept beginner who may conceivably learn better in time and become a valued contributor.

Of course you wouldn't type with a death-pale ribbon, or send a smudgy carbon, or omit the self-addressed envelope. But there's an army of would-be writers who do. I don't know who tells them when to wash their ears and change their shirts, but a magazine like this can quickly teach them the basic mechanics of their trade. There's no necessity for distressing an editor with such boo-boos before he's read a line of your immortal outpourings. They may turn out to be distressing enough in themselves.

However, if you know that you've troubled to learn your craft and to study the market, an editor will break his neck to help you.

Often he can't be as explicit as the hot-eyed beginner wants him to be. An editor with the best will in the world said merely, "We want good stuff. No stipulations that I know of. We buy the best we can get."

Another put it this way: "We don't know ahead of time precisely what we'd like in a poem, article, or story. If we did it might be easier just to sit down here and write it ourselves." (*See where this will get us if we're not careful?*) "But we're always on the lookout for something fresh, vigorous, and original. When a goodie comes in we recognize it, and pounce upon it joyfully."

All right, so he wants something "fresh, vigorous, and original." How many of you can thereupon go

You'll search a long time to find a more widely published writer of verse than Ethel Jacobson, who in 20 years has appeared 400 times in the Saturday Evening Post and has had around 3,000 poems in other magazines from Jack and Jill to the Atlantic Monthly. She is the author of two delightful books whimsically titled Larks in My Hair and Mice in the Ink. She has a husband—"original model" she says—two daughters, and always a cload of cats from a total of six up. She lectures extensively, plays duplicate bridge, and is active in a philharmonic society. Who says a writer leads a leisurely life?

to neatly labeled bins for a scoopful of each ingredient?

I am in sympathy with that editor's position. But I am grateful for more definite guideposts. And what I'd like to share right now are a few comments I've gathered from representative editors who buy both light and serious verse.

Thomas Lask of the *New York Times*, for instance, doesn't care for "highly experimental efforts, or poems that depend too much on a news item," and uses little light verse. The *Sunday Magazine* section uses only light verse with a timely or topical slant, brief and with a punch. And you have to watch your deadlines.

Richard V. Lindabury of the *New York Herald Tribune* has tossed back some of my starriest gems because he found them "a little too fragile for what I imagine to be the robust breakfast table demands of our readers." Thus belatedly I realized that writing for a morning paper involved special considerations: it should be stuff that goes down well with a rasher of bacon. Too many poems get the vapors if they have to look a fried egg in the eye. I've sold light as well as serious verse to R. V. L., and you may too. However, he warns that humor "seems much harder to write than serious verse, and most of the humorous stuff I receive is so bad that I am fearful of inviting more."

At *Good Housekeeping*, Margaret Cousins cheerfully risks asking for both kinds. In fact right now her laudable aim is to "inject a little more humor into the Great Moral Monthly." When I sent her a query—along with a few verses—she replied: "We are buying two Jacobsons . . . one is Jacobson's 'Ode to the West Wind'—a favorite of mine which is destined to give Keats a setback! You now know the type of poetry *Good Housekeeping* is buying. If not, tell your readers to buy 12 issues of the magazine and read the poetry carefully." (Other editors have told you, *A&J* has told you, and there's still no substitute for doing exactly that!)

A *Ladies' Home Journal* editor once described their requirements to me as "some hot light verse like what you spill forth, some simple but good love poems, poems about li'l boys and gals that catch the throat and pull at the heart-strings, some rather modern and first-rate Poems with capital P for the 25% who want and who understand them . . ."

Their needs have apparently not varied greatly under the present poetry editor, Elizabeth McFarland—except, alas, for the hot light verse like what I spill forth. (One thing you must inure yourself to as a professional is the certainty that you will go in and out of favor with changes of editors, publishers' policies, and sunspots. But as one market turns sour another usually opens up for you and things even out.) Miss McFarland, an elegant poet and most amiable editor just back at her post from an extended leave of absence in Paris—and that's the kind of French leave poets ought to be able to take!—indicates an interest in witty verse, but admits that she buys little. The *Journal*, exemplifying the power of a woman which it is perilous to underestimate, is said to like an occasional piece with the salutary theme of "building Papa down." Some contributors feel that the market here is somewhat limited because of the number of poems written by sundry members of the staff and even their families.

The *Canadian Home Journal* and *Chatelaine*

are also markets strongly playing up the female viewpoint, and using both light and lyric verse that is brief, bright, and deftly done.

Peter Henniger-Heaton of the *Christian Science Monitor* reminds contributors that "friends and relatives are apt to be partial in judging literary work. Value their approval but don't take it as a certain guarantee of your work's acceptance." Among other things, he advises "be sparing with elves, fairies, magic, and, if you are Irish, leprechauns." No sentimental nostalgia. No dreams. "Being awake," he finds, and I hope you do too, "is more interesting and more poetic."

The Family Features Page of the *Monitor* uses "human interest and humorous verse," the humor smart but not smart-alecky. Silence Buck Bellows, whose poems appear in the *Post* and elsewhere, reveals that as editor here her major complaint is—no return envelope! Minor annoyances are finding half a dozen poems sent together but folded separately, and being offered a choice of alternate lines by the poet. The tip-off is that "in such cases the whole poem is apt to need alternate lines!" Let us hang our heads, but both she and Peter find they must stress, for the *Monitor*, "no violence, no horror, no disease, no immorality."

At *Extension*, another religious market, Eileen O'Hayer uses verse from the sprightly to the sacred—anything wholesome and with family appeal. And I've sold Dr. Joy Bayless at *Christian Home* such things as a child's prayer, for a page feature, and a brash bit about an out-of-order doorbell.

There are specialized magazines, like *Cats*, *Nature*, and *Arizona Highways*, that use verse with or without a smile if on appropriate subjects. (These three are now—horrid word!—"overstocked.")

Edward Weeks at the *Atlantic* uses "quality" poetry, erudite light verse, and things as simple as my Rover series. A sample of the latter is:

Home Delivery

Rover brings the paper in.
Isn't Rover bright?
Rover brings the paper in,
Bite by bite.

Wherever poets congregate you will find three kinds: those whose fondest dream is to "make the *Saturday Evening Post*," those who have happily done so, and others who yelp with anguish at the thought of appearing in such a rag. Fortunately their poems are of a sort the *Post* is seldom tempted to buy, so much suffering is avoided. However, if you'd like to cash some of those checks the *Post* sends out every Tuesday, you might like to know how they operate.

The Poetry Editor (another poet-editor and the patron saint of poets throughout the country) buys short lyrics and nature verse, and even shorter light verse for the back of the book. She asks that you send no more than six or eight poems at a time, and that you address them to The Poetry Editor. Here's why:

"The great volume of material we receive weekly is screened by our readers (who are also my assistants.). The only poetry that I give first reading to is that from poets who have already sold to us. Even this brings me one whale of a lot of poetry to read every week. But other poetry

addressed directly to me is redirected by my secretary to our clerical department for entering on the filing cards and then goes into the stack of general reading. So when my name appears in print as poetry editor, it merely brings in a slew of stuff . . . which just has to be weeded out again.

So, until you've been tapped here, and to avoid delay, send stuff to The Poetry Editor. If your poem is selected, it is read by several people, screened thoroughly, and then shown to Ben Hibbs for a final verdict. Keep all your fingers crossed!

Marione R. Nickles says, "Some contributors may be confused because there are two departments of the *Post* buying poetry." The other department of course is the famous *Post* Scripts Page which she edits. Over 20 years ago Marione bought my first *Post* poem, and last week she bought what I earnestly hope won't be my last. Her procedure is somewhat simpler.

"As far as *Post* Scripts material is concerned, I winnow the good material, which amounts to about six to ten items a week. I pass these up to Bob Fuoss, our executive editor, and if he likes them too, they're in."

Have you wondered which department to tackle? "The difference," she explains, "and many times it is a thin one, is that I require more punch in my material, whereas a more gentle and even whimsical humor is required" in the back of the book. She continues:

"*Post* Scripts submissions come to me every day from all over the country. Since there are frequently duplications of ideas in a week's volume of verse, and since I find that considerable time must be spent in reading the material, I put aside one day (Friday) for going over everything that has come in since Monday. However, my secretary records each batch on the day it arrives and puts it aside for me. By Friday the stack, as you can imagine, is tremendous. Consequently, there is nothing more irritating than finding five envelopes from one author, containing one or more items, which have dribbled in over the week and, because of our recording system, are staggered all through the pile.

"My first requirement, therefore, is one batch a week. I am perfectly willing to read as many as ten verses from an author, provided they all come at once. (Although I find it hard to believe that any but the most skilled writers can turn out that many good ones.)

"As to length requirements, we have none, as you ought to know . . . We buy what appeals to us, long or short.

"Now, as to subject matter. We try to keep the *Post* Scripts page as noncontroversial as possible. No diatribes, no angry comments on political or foreign affairs, no matter how skillfully or caustically written. This probably sounds obvious to you, but you don't read what I read! Verses based on a mild play on words are a dime a hundred (son and heir for sun and air) and have to be exceptional to be considered. Few are.

"Another thing. Frequently a humor writer hears or thinks of a gag and writes it into a long piece with the punch line at the end. What he (or she) doesn't realize is that the cartoonist is weeks ahead of him, and, because it is only a gag,

has done it better. Consequently, I'd advise steering clear of anything that could conceivably be done in cartoon form. At least as far as the *Post* is concerned.

"About all I can add is that there is a crying need for humorous verse here and that I examine each submission with the sincere hope that it will be a buy."

And indeed she does! I can't possibly express how much the editors of both *Post* departments have worked with me, as with other writers, innumerable times, pointing out weaknesses, suggesting subjects, showing how to whip a wobbly job into shape and to turn a reject into a sale. I can about cover the field with dozens of other editors who have been remarkably patient, in addition to those I've already quoted. Nelson Antrim Crawford, for one, waited four years for me to do a piece I promised. And if he takes this he will be much more kindly than any writer deserves.

So don't shoot the editor. He is a heroic soul, dauntlessly tackling a monumental slush pile, ever alert to flush that promising newcomer who will be tomorrow's seasoned and established author—you.

Let me wish you luck, with this bit of inconsistent apologia—a poem of mine which I quote with the permission of the *Saturday Review*, where it originally appeared:

Comment, Professional

Writing's like flirting:
No text can reach you.
If you can't do it,
No one can teach you.
Cautious, respectable
People drop you.
But if you can do it
No one can stop you.



THE HANDY MARKET LIST

TWICE each year—in January and in July—*Author & Journalist* publishes the Handy Market List. Always it is a reliable, comprehensive list of magazines offering opportunities to freelancers in general. Corrections and changes are made in it up to the moment of going to press.

Under no circumstances should a writer use an older Handy Market List. It will be found to be out of date.

General Magazines in the list are divided into two groups, A and B. This is not a division on the basis of quality. The magazines in Group A offer a more extensive market to the average

writer. The magazines in Group B tend to be more specialized in their requirements and to buy less material.

For most magazines in the Handy Market List the frequency and the single copy price are shown; as (M-25), monthly 25 cents a copy.

Rates of pay are indicated per manuscript or per word. *Acc.* means payment on acceptance; *Pub.*, payment on publication.

If a magazine in which you are interested does not appear in the Handy Market List, consult the various lists published in *Author & Journalist* from month to month.

General Magazines—A

America, 329 W. 108th St., New York. (W-15) Articles on current social, cultural, and political questions; rural problems, with some emphasis on moral principles, 1,700 or 2,700; short modern verse. Rev. Thurston N. Davis, S. J. 1½c. *Acc.*

American Legion Magazine, 720 Fifth Ave., New York 19. (M) No fiction. Query on articles. Good light verse—4, 8, or 12 lines. Anecdotes. Joseph C. Keeley. Address verse and anecdotes to Parting Shots Editor. High rates, verse \$2.50 a line. *Acc.*

American Weekly, 63 Vesey St., New York 7. Sunday magazine distributed with Hearst and other newspapers. Features with photos, best lengths 900 and 1,500. Uses only non-fiction. C. C. Renshaw, Jr., Story Editor. Excellent rates. *Acc.*

The Atlantic Monthly, 8 Arlington St., Boston 16, Mass. (M-50) Short stories 1,500-5,000; serials about 40,000. Essays 1,500-3,500. Articles 1,500-6,000; short humorous articles, longer articles on art, music, literary criticism, current affairs, biography, finance, business. Serious and light poetry. Edward Weeks. Prose varying rates, verse \$1 a line. *Acc.*

The Catholic Digest, 44 E. 53rd St., New York 22. (M-35) Mostly reprint but always in the market for a number of authoritative original articles 2,000-2,500, preferably but not necessarily with a Catholic angle. Especially interested in sectional material with a Catholic angle. Also seven departments for original short stuff. Photo stories. "Transparencies for cover use. No fiction, verse, or cartoons. Address John McCarthy, Executive Director. \$200 up for original article, \$150 for picture story or cover photo, short stuff to \$25. *Acc.* Query.

The Catholic World, 411 W. 59th St., New York 19. (M-50) General fiction of high quality to 3,000. Articles on current problems reflecting contemporary Catholic viewpoint in national and international affairs, literature, science, education, etc. Short verse. Rev. John B. Sheerin, C.S.P. About \$7 a page. *Pub.*

Columbia, P. O. Drawer 1670, New Haven, Conn. (M-10) Short stories 2,500. Articles on science, history, religion, sport, business, articles of general current interest or special Catholic interest. Query on articles. Short verse. Photos only with articles. John Donahue. \$75-\$200 a story or article. \$10-\$15 a poem. Higher rates for especially desirable material. *Acc.*

Commentary, 34 W. 33rd St., New York 1. (M-50) Jewish life and religion, general, literary, political, and sociological. Short stories, 2,500-4,000. Elliot E. Cohen. 3c. *Acc.*

The Commonweal, 386 Fourth Ave., New York 16. (W-20) Edited by Catholic laymen. Timely articles on literature, art, public affairs, to 3,000. Edw. S. Skillin. 2c. *Acc.*

Coronet, 488 Madison Ave., New York 22. (M-35)

Uses factual anecdote-packed articles under 3,000; photos; fillers; one-pagers; humorous anecdotes. No fiction or poetry. Lewis W. Gillenson, Editor. Good rates. *Acc.* Fillers, *pub.*

Cosmopolitan Magazine, 57th St. at Eighth Ave., New York 19. (M-35) Short-stories 2,000-2,500; short stories 5,000; murder mystery or suspense novel-ettes 20,000. Articles: personality, thought-provoking, current affairs, psychological, medical. Photos. No verse. No cartoons for the present. John J. O'Connell, Editor. Top rates. *Acc.* Query.

Ebony, 1820 S. Michigan Ave., Chicago 16. (M-30) Provocative picture stories on Negro life, preferably success and achievement. No fiction, essays, or verse. Articles \$75-\$100, story units of at least 10 pictures \$75 up. *Acc.*

Extension, 1307 S. Wabash Ave., Chicago 5. (M-40) Short stories, 2,000-6,000; romance, adventure, detective, humorous; six-installment serials, 5,000 an installment; short shorts; articles; picture stories; cartoons. Eileen O'Hayer. Good rates. *Acc.*

Field & Stream, 530 Fifth Ave., New York 36. (M-35) Illustrated camping, fishing, hunting articles, 1,500-3,000. Hugh Grey. 10c up. *Acc.*

Ford Times, Ford Motor Co., The American Road, Dearborn, Mich. (M) Well-illustrated travel, place, sport, or other articles, 1,200-1,500; brief picture stories with or without Ford angle. 10c. *Acc.*

Friends Magazine, Chevrolet Motor Division, General Motors Corporation, 3-135 General Motors Bldg., Detroit 2, Mich. An all-picture magazine seeking photographs which tell a factual story; accompanying text may be in memorandum form. Frank Kepler. Two-page spread black and white \$200, color \$300. *Acc.* Query.

Harper's Magazine, 49 E. 33rd St., New York 16. (M-50) Timely articles for intelligent readers; short stories; humor; fillers; verse. John Fischer. Good rates. *Acc.*

Holiday, Independence Square, Philadelphia 5, Pa. (M-50) Quality articles, well-illustrated, on places and people in sections of United States and foreign countries, 1,500-5,000. Ted Patrick. First-class rates. *Acc.*

Hue, 1820 S. Michigan Ave., Chicago 16. (M-15) Short features on Negro life and activities. Photos. No fiction or verse. John H. Johnson. Rates according to importance of material; photos \$5-\$10. *Acc.*

Jet, 1820 S. Michigan Ave., Chicago 16. (W-20) News items and short features on Negro life and activities. Photographs. John H. Johnson. Good rates, varying with length and importance of story; pictures \$5-\$10. *Acc.*

Journal of Lifetime Living, 1625 Bay Road, Miami Beach, Fla. (M-35) Articles slanted toward the mature reader—45 and older. Practical advice on how to approach and solve problems which face seniors—

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- One million readers read about *Unconventional Prayers* in the Bell Syndicated Column.
- International services provided for Comet authors by John Calder, Publishers of London, with 17 associates throughout the world.
- The author's royalties on *And What of Tomorrow* were \$1100 *before* publication.
- *Sara Mason* sold more than 1200 copies within one month after publication.
- Two new imprints have been added. *Reflection Books* fills the needs of non-fiction writers; this university-level category provides a distinctive new Comet imprint for the scholar. *Bookland Juveniles* is Comet's special category for authors of outstanding children's books.
- A Braille translation has been made of *Immigrants All—Americans All*.
- *Life of St. Josaphat* is catalogued and sold through the Catholic Book Inventory.
- *The Constant Rebel* has been accepted by H. W. Wilson Standard Catalog Series school and library buying guide.
- Dozens of reviews and feature stories were obtained on *Inside the State Department* in the first few weeks after publication.

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The Kivian Magazine, 520 N. Michigan Ave., Chicago. (M) Articles and essays on national and community problems to 2,500. Some very short fiction for business and professional men. Especially needs now humor and light pieces. Picture stories—emphasis on natural, unposed photos. Sheldon A. Mix. \$25-\$150, depending on quality and current needs. Acc.

The Lamp, Franciscan Friars of the Atonement, Peekskill, N. Y. (M) Fiction of quality to 2,500; non-fiction of interest to Roman Catholics. Rev. Samuel A. Cummings. 2½c. Acc.

Liberty, 73 Richmond Street West, Toronto, Ont., Canada. Not in the market for any fiction for the time being. Articles: 2,000-word confessional type, first-person as-told-to form preferred, dealing with medical, marriage, and sex self-improvement themes and with definite Canadian locale or angle. Send a letter or brief outline in advance. Frank Rasky. Articles \$100-\$300. Acc.

Life Magazine, Time & Life Bldg, Rockefeller Center, New York 20. (W-25). Address Contributions Department. Black and white news pictures; Saturday issue closing deadline. Timely or unusual short picture stories. Offbeat, "stopper," single pictures. Single color shots or short series highlighting news subjects. Color may be submitted unprocessed and will be so returned if of no interest. Minimum size of color transparencies 35 mm. Black and white \$200 a page, inside color \$350 a page, color covers \$600. Pub.

The Lion, 209 N. Michigan Ave., Chicago 1. (M-15) An international magazine published by the Lions Clubs. Articles appealing to business executives and professional men throughout the world. Photographs. R. Roy Keaton, Editor and Business Manager; Wendell Tozer, Senior Editor. Articles \$100 up. Acc. Photos \$7.50. Pub.

Look, 488 Madison Ave., New York 22. (Bi-W-15) Articles and pictures of broad general interest particularly about people and their problems. No fiction. Wm. Arthur, Managing Editor. Good rates. Acc.

Maclean's, 481 University Ave., Toronto 2, Canada. (Bi-W-15) Articles on science, business, crime, politics, international affairs, health, entertainment, etc. 3,000-5,000. Canadian approach almost essential. Strong women's interest features with Canadian slant and some male appeal. Humor, 50 to 5,000. Quizzes; light verse. A limited fiction market concentrating almost exclusively on the Canadian story that holds "identity" for the Canadian reader. Query on articles. Ralph Allen, Editor; Pierre Berton, Managing Editor. Fiction from \$350; articles from \$300, often higher; verse \$5-\$15 a poem. Acc.

Mayfair, 119 Adelaide St. West, Toronto 1, Canada. (M-25) Articles and photographs on personalities, theater, entertainment, good living, food, travel, art, architecture, men's and women's fashions, humor; Canadian slant required. Some sophisticated fiction and poetry. Stanley Helleur, Editor. Length of contributions 1,000-2,000. 3c. Acc. U. S. contributors should query because of specialized nature of magazine.

Mechanix Illustrated, 67 W. 44th St., New York 36. (M-25) Feature articles about mechanical and scientific developments, inventions, etc. Especially interested in success stories of small businessmen with an unusual consumer item or service. How-to articles about projects readers can build. Cartoons. Photos. William L. Parker. To \$400 an article, pictures average of \$10. Acc.

National Geographic Magazine, 16th and M Sts., N.W., Washington 6, D.C. (M-60) Official journal National Geographic Society. Articles on travel, geographic and natural science subjects up to 7,500; color and black-and-white photographs. Melville Bell Grosvenor, Editor. First-class rates. Acc.

The National Jewish Monthly, 1640 Rhode Island Ave., N.W., Washington, D.C. (M-15) Short stories, articles, essays, Jewish interest, 1,000-2,000. Seeks especially fiction with contemporary American Jewish background, and dealing with real problems of today. Edward E. Grusd. 2c-4c. Acc.

National Motorist, 216 Pine St., San Francisco 4, Calif. (Bi-M-25) Articles of 700 and of 1,400 words on anything that would be of interest to the average motorist who lives in California and does most of his motoring on the Pacific Slope. Articles on the car, roads, interesting people and places in the West or in the history of the West, hunting, fishing, outdoor life, animals. Black and white photos for illustration. Jim Donaldson. 4c-5c, photos \$3-\$5. Acc.

Natural History Magazine, 79th St. and Central Park W., New York 24. (10 issues yearly) Photo series, preferably black and white, in biological sciences, geology, astronomy, ethnology, archeology, etc. Text to 4,000—preferably by scientists concerned. John Purcell. To \$50 a page for black and white photographs, \$75 for color. Text payment by length. Acc.

The New Yorker, 25 W. 43rd St., New York 36. (W-15) Short stories and humor 400 to 4,000; factual and biographical material to 6,000; cartoons, cartoon ideas, light verse. Good rates. Acc.

The New York Times Magazine, Times Square, New York 36. (W) Articles 1,200-3,000, based on the news, topics relating to economics, politics, international affairs, sports, nature, science, education, the arts, and women's interests. Short articles 400-1,000. Light, topical verse. Lester Markel. \$250 for full-length article, verse \$2 a line. Acc.

Outdoor Life, 353 Fourth Ave., New York 10. (M-35) Profusely illustrated articles to 8,000 on dramatic, humorous, and adventurous phases of fishing, hunting, etc. Both black and white and color photos. News articles to 3,000 of topical interest to sportsmen. How-to articles on outdoor activities. Odd adventures and exciting personal experiences in the outdoors. Accounts 500-1,000 of true personal experiences exciting or dangerous, for retelling in cartoon-strip form. Photo stories. Limited number of outdoor cartoons. William E. Roe, Editor. Top rates in the field. Acc.

Pageant, 535 Fifth Ave., New York 17. (M-35) Articles and profiles. Key words are "liveliness" and "timeliness." Ray Robinson, Articles Editor. To \$500. Acc. Query always, for material is on assignment only.

Parade, 285 Madison Ave., New York 17. (W-Sunday newspaper supplement.) Picture and text articles of strong family interest with reader identification. Should have current flavor and be "on the news" if possible. No fiction, personal experience essays, poetry or cartoons. Jess Gorkin. Good rates. Acc.

Popular Mechanics, 200 E. Ontario St., Chicago 11. (M-35) Illustrated articles on scientific, mechanical, industrial discoveries, exploration and adventure elements, 300-1,500; fillers to 250. Photos should stress the mechanical and contain some human interest. How-to-do-it articles on craft and shop work, with photos and rough drawings; short items about new and easier ways to do everyday tasks. Roderick M. Grant. 1c-10c, photo with caption \$10. Acc.

Popular Psychology, Sky Publishing Co., 16 E. 55th St., New York 22. (Bi-M-35) Articles to 2,500 on human problems, interests, and relationships with which the reader can feel some identification; adequate documentation must be woven in. Arthur Bernhardt. 3c. Acc.

Popular Science Monthly, 353 Fourth Ave., New York 10. (M-35) Features dealing with motor cars, aviation, home improvements, tool techniques, and similar subjects. How-to articles for men with an interest in science and mechanics. Short material for various departments. Photo layouts. Nearly all material must be highly illustrated. Howard Allaway. Acc.

Railroad Magazine, 205 E. 42nd St., New York 17. (Bi-M-50) Dramatic railroad articles, 2,000-3,000, U. S. or Canada locale, combining modern lead, a little excitement, colorful writing, technical information. No fiction, poems, reminiscences, cartoons, or fillers. Freeman Hubbard. 5c. Acc. Query; include qualifications for handling subject; all queries answered on day of receipt.

The Reader's Digest, Pleasantville, N. Y. (M-25) The editors are receptive to ideas for fresh and compelling articles of lasting interest. Rates \$1,500 up. Pays \$2,500 for personal-experience articles of not more than 2,500 words. They must be true and hitherto unpublished narratives of personal experience in some specialized walk of life, and must be especially revelatory of human nature. Address contributions to First Person Editor. Shorter contributions are wanted for "Man's Best Friend," and stories under 300 words for "Humor in Uniform" and "Life in These United States," at the rate of \$100 for each. The material must be previously unpublished. Ten dollars is paid for accepted Picturesque Speech items, and a minimum of \$10 for accepted excerpt material. These may be original or picked up from other sources. All payments made two weeks before publication. Items intended for a particular feature should be addressed to that feature. Brief contributions cannot be acknowledged or returned. Current issues carry information about requirements for departments that are soliciting material. DeWitt Wallace and Lila Acheson Wallace, Editors.

Redbook, The Magazine for Young Adults, 230 Park Ave., New York 17. (M-35) Short stories, short shorts, 40,000-word novels, feature articles, romance, domestic problems, emotional slant to men and women. A continuing need for lead articles—important exposés or significant personal documents. The criterion, in either case, is: how useful or exciting or entertaining or inspirational is the article to young

adults—the 18-35 age group for which **Redbook** is edited. Fillers, humorous verse. Wade H. Nichols, Editor and Publisher; John B. Danby, Executive Editor; Robert Stein, Managing Editor in charge of Non-Fiction; Lilian Kastendike, Fiction Editor. First-class rates. Acc.

The Rotarian, 1600 Ridge Ave, Evanston, Ill. (M-25) Authoritative articles on business and industry, social and economic problems, travel sketches, humor, essays 1,500-2,000. Karl K. Krueger. First-class rates. Acc. Overstocked.

St. Anthony Messenger, 1615 Republic St., Cincinnati 10, Ohio. (M-25) Catholic family magazine. Human-interest features on prominent Catholic achievements and individuals; articles on current events, especially when having Catholic significance, 2,000-2,500; short stories on modern themes slanted for mature audiences, 2,000-2,500; seasonal stories. Extra payment for photos retained. Occasional poetry on inspirational, religious, romantic, humorous, and nature themes. Rev. Victor Drees, O. F. M. 3c up. Acc.

The Saturday Evening Post, Independence Square, Philadelphia 5, Pa. (W-15) Articles on timely topics 2,000-5,000. Short stories 2,500-6,000; novelettes 10,000-12,000; serials 25,000-60,000. Lyric and humorous verse to 16 lines, the shorter the better. Skits. Cartoons. Ben Hibbs. First-class rates. Acc. Query on articles.

Science and Mechanics, 450 E. Ohio St., Chicago 11. (Bi-M-25) Works via query and assignment. Uses feature stories dealing with new developments in science, industry, home furnishings and appliances, and workshop equipment—wherever the subject matter can be related to the self-interest of the general consumer audience. An occasional **Post** type piece of general consumer interest—with slightly greater emphasis on scientific elements—at special rates; research quality must be tops. How-to-do-it construction

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Science Digest, 200 E. Ontario St., Chicago 11. (M-35) Popular articles on all fields of science to 2,000. G. B. Clementson. 5c. Acc.

Sport, 205 E. 42nd St., New York 17. (M-25) Personality and behind-the-scenes features; controversial subjects of interest to sport fans. Baseball and boxing the year around. Other sports in season. Articles 2,500-9,000. Ed. Fitzgerald. Payment \$200-\$500 depending on length. Briefs for SPORTalk department \$5-\$10. Acc.

Sports Afield, 959 Eighth Ave., New York 19. (M-35) Some outdoor fiction, to 3,000 words, related to field sports; picture stories, articles, how-to-do-it features to 2,500; fillers. Ted Kesting. Acc.

Sports Illustrated, Time & Life Bldg., 9 Rockefeller Plaza, New York 20. (W-25) Articles 2,000-5,000—personality, controversy, unusual subjects, all relating to sports (both participant and spectator). \$750 up. Query Andrew Crichton.

This Week, 485 Lexington Ave., New York 17. (W-magazine section of 37 newspapers) Romance, mystery, adventure, humorous short stories, 1,200-4,000; short articles falling into four broad categories—"you," entertainment, problems, scoops—1,500-2,500; interesting shorts, 500-1,000; fillers; cartoons. William I. Nichols. Good rates. Acc.

Today's Health, American Medical Assn., 535 N. Dearborn St., Chicago 10. Sound articles on any subject related to health, including mental health, recreation, and most phases of family life. Prefers a positive approach telling readers what they can do to preserve their health. Generally 1,000-2,500 words. 350-500-word illuminating or helpful shorts—not news stories. Photo stories of 6 or more photos with enough facts for staff to write text and captions. No verse—heavily overstocked. James M. Liston, Editor. 3c-10c, photos additional, photo stories \$90. Acc.

Together, The Mid-Month Magazine for Methodist Families, 740 Rush St., Chicago 11. (M-35) Articles on wide range of interest to Christian families: problems of home, youth, marriage, church, community and world affairs up to 2,000 words. Prefers strong anecdotal and narrative style. Occasionally uses fiction with strong moral or religious import—to 2,000

words. Fillers: personal incidents or congenial humor. Life-type picture stories and color transparencies. Pictures of unusual Methodist personalities and Methodist activities with universal appeal. Leland D. Case, Editor. Payment varies depending on quality of material, originality, etc. Acc.

The Toronto Star Weekly, 80 King St., W., Toronto, Canada. (W-10) Feature articles on newsworthy developments in every field, 2,000. Novels 35,000-45,000; serials 10,000; short stories 2,000-3,500, love-adventure, romantic, Western, mystery, problem, etc.; photos; cartoons; shorter poems. Jeanette F. Finch, Article Editor; Gwen Cowley, Fiction Editor. Varying rates. Acc.

Tracks Magazine, Terminal Tower, Cleveland 1, O. (M-10) Articles on railroad subjects 500-1,500; short, humorous railroad fiction; jokes; cartoons. Ted O'Meara. 3c. Acc.

Travel, 50 W. 57th St., New York 19. What to do and see—with cost worked in—anywhere in the world, 1,000-3,000, 2,500 preferred. Also articles on places to retire—other than islands. Photos, Cartoons. Works 3-4 months in advance. Malcolm McTear Davis. \$50-\$100. Acc.

Western World Magazine, 1626 Jefferson Place, N.W., Washington 6, D. C. (M-75) Articles 2,000-2,500 slanted toward the Atlantic Community; may be about political, economic, sociological, or cultural subjects; good literary quality required. Fillers. Cartoons. Edgar Ansel Mowrer, North American Editor. \$50-\$200, cartoons \$10-\$50. Acc. Query.

Westways, 2601 S. Figueroa St., Los Angeles 54, Calif. (M-20) Articles 500-1,200, photos of out-of-doors, natural science, history, etc.—on the Pacific and Mountain States, British Columbia, Alberta, Saskatchewan, Hawaiian Islands. Verse. Cartoons. Harry Coulter, Managing Editor. 5c, photos, black and white only, \$5. Acc.

Your Health, 11 W. 42nd St., New York 36. (Q-35) Sound, helpful, readable articles on all phases of physical and mental health. Occasional first-person experience stories. Fillers. Donald G. Cooley. Good rates. Acc.

Your Life, Today's Guide to Desirable Living, 11 W. 42nd St., New York 36. (Bi-M-35) Inspirational, helpful articles on living; personality profiles, 1,200-2,500; quizzes; brief games; fillers. John J. Green, Managing Editor. First-class rates. Acc.

Your Personality, 11 W. 42nd St., New York 36. (Semi-A-35) Helpful articles on all phases of personality, 700-2,500. John J. Green, Managing Editor. Good rates. Acc.

Your Psychology, 16 E. 55th St., New York 22. (Q-35) Article requirements same as for **Popular Psychology**, above. Arthur Bernhard. 3c. Acc. Queries welcome.

General Magazines—B

Air Force Magazine, 17th St. and Pennsylvania Ave., N.W., Washington, D. C. (M-35) Fiction closely related to aviation, 1,500-2,000. Articles on military aviation, current and historical, 2,000-3,000. Cartoons. John F. Loosbrock, Managing Editor. 3c-5c, cartoons \$5-\$15. Acc.

All Florida Magazine, 116 E. Washington St., Ocala, Fla. Weekly supplement of 21 Florida newspapers. Tightly written topical slant or personality—with inspiration articles to 1,000; good selection of 8 x 10 glossy photos. Gene Gruber, Editor. 3c, photos \$2. Pub.

American Business Magazine, 4660 Ravenswood Ave., Chicago 40. (M-35) Articles, preferably signed by top executives, on management aspects of business—the management "why" rather than "how to." Case histories of new methods. Especially wants one-page features, with one picture or chart. Photos. Charles F. Johnson. One-page features \$25, 1,500-2,000 words \$50 up. Pub., except when held over a month.

American Forests, 919 17th St., N.W., Washing-

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ton 6, D.C. (M-50) Articles on trees, forests, soil conservation, land management, water development, outdoor recreation. Profiles and interviews with people who have done interesting things in the renewable natural resources field. Length 1,000-2,500. Outdoor photos. James B. Craig. 3c up; exceptional black and white photographs on unusual oddities and nature closeups in the outdoors, \$10. Acc.

American Heritage, 551 Fifth Ave., New York 17. (Bi-M-\$2.95) Articles on prominent persons and events in American history, running to 3,500 or 4,000 words, susceptible of illustration. "These articles should be the result of research and should add genuine new light or understanding to history; we do not want simple retelling of familiar tales, or stories of regional or antiquarian interest." Bruce Catton, Editor. \$250 an article. Acc.

The American Mercury, 250 W. 57th St., New York 19. (M-35) Timely articles on life in the United States; Americana; nature; new scientific discoveries; biographies; travel; humor. 500-2,500. Political articles usually assigned. No fiction or verse. Natasha Boissevain, Managing Editor. \$35-\$200. Pub. Query with outlines.

The American-Scandinavian Review, 127 E. 73rd St., New York 21. (Q-\$1) Short stories 1,500-2,500. Articles 2,000-3,000 dealing with Scandinavian countries or Scandinavians in America. Verse. Photos. Erik J. Friis. Articles and stories \$30-\$40, verse \$7.50-\$15, pictures \$5. Acc.

The American Scholar, United Chapters of Phi Beta Kappa, 1811 Q Street, N.W., Washington 9, D. C. (Q-\$1) Articles on subjects of substantial general interest in clear and unpedantic language, 3,000-4,000; poetry. Hiram Haydn. \$5 a printed page, maximum \$75; verse, \$10-\$25. Acc.

The AOPA Pilot, 4644 East-West Highway, Bethesda 14, Md. A new magazine in process of preparation for the Aircraft Owners and Pilots Association. Human interest factual articles on civilian flying; first-person and how-to articles especially desired. Also features 100-300 built around a single photograph. Max Karant, Editor; Charles P. Miller, Managing Editor. 5c, photos and sketches \$5-\$10. Acc. Query.

Army Magazine, 1529 18th St., N.W., Washington, D. C. Original articles, translations—military subjects. Lt. Gen. Walter L. Weible (ret), Editor; John B. Spore, Executive Editor. 2½c-5c. Pub.

Astrology Guide, 441 Lexington Ave., New York 17. (Bi-M-35) Non-technical and technical articles on all phases of parapsychology and astrology; material in which astrology is shown as a guide to help people. Average length 1,500-2,000. Dal Lee. 1c-1½c. Before pub.

Audubon Magazine, National Audubon Society, 1130 Fifth Ave., New York 28. (Bi-M-50) Articles on birds, mammals, plants, reptiles, amphibians, insects; wildlife and conservation of region or locality; biographical sketches of living naturalists; how-to-do and personal experience on wildlife projects 1,500-2,500. No poetry or fiction, or articles about hunting, fishing, trapping fur farming, or about cagebirds and domestic animals. Photos black and white only. John K. Terres, Editor. \$15-\$75, photos \$3 (cover picture \$15). Acc. Query.

The Ave Maria, Notre Dame, Ind. (W-15) General fiction for adults—no stories that end in a miracle, 1,500-3,000. General articles commenting on social problems, current events; contemporary and historical biographies; popularly written devotional and doctrinal articles, with Catholic viewpoint; service articles of interest to a family audience; light-touch articles with family slant, 800-3,000. Poetry. John Reedy, C.S.C., Editor. 1½c, poems \$5. Acc.

Barron's National Business & Financial Weekly, 50 Broadway, New York 4. (W-35) Financial and economic subjects of direct interest to investors, 1,200-2,000. Robert M. Bleiberg, Editor. \$100-\$150 an article. Pub. Query.

Breezy. See **Humorama, Inc.**

Buick Magazine, 818 W. Hancock Ave., Detroit 1, Mich. Well-written articles on places of interest to motorists because of scenic, recreational, and/or historical attractions; well-established events, festivals, and celebrations of interest to a large number of people; unusual sports and athletic events of broad interest; occasional human-interest and seasonal features. One-page articles, 400-600 words, should include several professional black and white photographs; two-page articles, 800-1,000 words, a minimum of 10 photographs. Photo-features used occasionally. A limited freelance market. Payment according to value of material. Acc. Supplementary rights released.

Canadian Geographical Journal, 54 Park Ave., Ottawa, Canada. (M-50) Illustrated geographical articles 1,000-2,000. Gordon M. Dallyn. 1c up. Acc.

Car Life, 41 E 42nd St., New York 17. (M-35) General automotive articles carrying consumer appeal. Cartoons. Photographs. Good rates; photos \$5. Acc.

Challenge, The Magazine of Economic Affairs, 475 Fifth Ave., New York 17. (M-20) Articles 1,600-2,000 on activities and issues in (1) economics and economic topics, (2) social problems, politics, and science—of personal, local, regional, national, or international focus, but in all instances always of economic significance. Seeks objective, concise, lively journalistic treatment with close attention to economic fundamentals. Haig Bobian. Varying rates. Acc. Query.

The Chicago Jewish Forum, 179 W. Washington St., Chicago 2. (Q-\$1.25) Jewish and minority problems. Fiction, poetry, and essays on cultural, theological, economic and sociological themes. Benjamin Weintraub. 1c. Acc.

The Christian Century, 407 S. Dearborn St., Chicago 5. (W) Religious and social-conscious articles 1,500-2,500. Verse of high quality. Harold E. Fey. 2c. Pub. No payment for verse.

The Christian Science Monitor, 1 Norway St., Boston 15, Mass. (D-5) Articles, essays, for editorial and department pages, to 800; forum to 1,200; poems, jokes, fillers, photos. Erwin D. Canham. 70c an inch up. Acc.

Comedy Magazine. See **Humorama, Inc.**

Computers and Automation, 815 Washington St., Newtonville 60, Mass. (M-\$1.25) Articles related to computers by informed authors 1,000-3,000. Possibly cartoons. Edmund C. Berkeley. \$10-\$15 an article. Pub. Query.

Cool, 166 W. 72nd St., New York 23. (Bi-M) Same requirements as **Hep Cat**, below.

Cue, 6 E. 39th St., New York 16. (W-20) Short articles on lighter side of New York City living. Few by freelancers—most are staff-written. Emory Lewis. \$50-\$100. Acc. Query by mail.

The Desert Magazine, Palm Desert, Calif. (M-35) Illustrated features, preferably in first person, from the desert Southwest on travel, nature, mining, archeology, history, recreation, exploration, personalities, homemaking, desert living, Indians, semiprecious gem fields; maximum 2,500. Must have the "feel" of the desert country. Photos essential with contemporary material. Randall Henderson. 1½c up, photos \$3. Acc.

The Diplomat—Travel, Fashion, Society Review, National Press Bldg, Washington 4, D. C. (M-50) Luxury travel pieces to 1,000 on metropolitan areas abroad; sophisticated feature articles to 900 playing up social foibles; features to 800 drawing subtle comparisons between manners and customs in the U.S.A. and other countries. Sophisticated light verse. Cartoons. Photographs. Hope Ridings Miller, Editor-in-Chief. Payment by arrangement. Pub. Queries important.

Dodge News Magazine, Prince & Co., 5435 W. Fort St., Detroit, Mich. Travel, personality, science articles to 500 words. Pictures must accompany MSS. —black and white, color transparencies. Top rates. Pub.

Down East Magazine, Camden, Maine. (9 times a yr.-35) Essays to 2,500; articles marine, historical, character to 2,500; anecdotes. Very few short stories. Cartoons. Photographs. No verse. All material must be directly related to Maine. Duane Doolittle. \$30-\$50 for pieces 2,000-2,500; anecdotes, etc., \$5 up. Acc.

The Elks Magazine, 386 Fourth Ave., New York 16. (M) National publication of the B.P.O.E. Short stories 3,500-5,000; no fiction of other lengths. Articles—sports, hunting, fishing—and also serious features. Policy is to plan articles and then assign them to national magazine writers. Photos. No verse, fillers, or cartoons. Lee C. Hickley. High rates. Acc. Query.

Empire Magazine, *Denver Post*, 650 15th St., Denver 1, Colo. (W-15, with Sunday *Denver Post*) General interest features 250-1,000 on personality, outdoors, domestic, authentic history; verse to 20 lines; fillers; photo-features; cartoons. All material must have strong Western peg. H. Ray Baker. 1½c up; photos \$5. Acc.

Family Herald, 245 St. James St., W., Montreal, Que., Canada. (W-5) Stories 1,500-4,000, romance, adventure, mystery, etc., for rural family audience. H. Gordon Green. \$100. Acc.

Family Weekly Magazine, 179 N. Michigan Ave., Chicago 1, Ill. (W-supplement to newspapers in over 165 cities) Articles only—no other material. Human interest appeal to entire family. 1,400-2,000 words. Ben Kartman, Editorial Director. Strong lead articles \$125-\$200, other articles \$50 up. Acc. Always query.

Flying, 1 Park Ave., New York 16. (M-35) Edited for pilots, private and corporate aircraft owners, service operators, and others connected with or interested in aviation. Articles 1,500-2,000 on civil and military flying experiences, techniques in flying, air power development, travel, new planes and equipment, sports flying, business flying, flying lore. Black and white and color photos. Gill Robb Wilson. \$50-\$150, black and white photos \$5 up, transparencies \$75 up. Acc.

Forbes Magazine (of Business and Finance), 70 Fifth Ave., New York 11. (Semi-M-50) Readership predominantly among investors; interested in narrative-form articles about major U. S. corporations with stock in public hands, accounting for their changing fortunes. Also instructive feature articles directed at investors. Informal, casual photos. Byron D. Mack. Articles \$50-\$250. Pub. Query.

Forest and Outdoors Magazine, 4795 St. Catherine Ct., W., Montreal 6, Canada. (M-25) Official publication of the Canadian Forestry Association and the Ontario Federation of Anglers & Hunters. Photo features of 6-12 pictures pertaining to hunting, fishing, and other outdoor sports. Filler photo stories of 1 or 2 pictures on how-to subjects. Unusual outdoor news photos. No text stories. Some second rights purchased. R. J. Cooke. Photos \$2-\$4. Pub. Acc. if author requires. Query on material involving much photographic work.

Fortnight: Magazine of the Pacific Coast, 784 N. La Cienega Blvd., Los Angeles 46, Calif. (M-25) Articles of specific interest to West Coast readers. R. R. Mathison. About 2c. Pub.

The Freeman, Foundation for Economic Education, Irvington-on-Hudson, N. Y. (M-50) Articles explaining and promoting such libertarian ideals as private ownership, willing exchange, open competition, and limited government. Paul L. Poirot, Managing Editor. 5c. Pub.

Frontiers, 19th St. and Parkway, Philadelphia 3, Pa. (5-times yr.-50) Natural history articles, 1,800-2,000. Must be scientifically accurate but in adult layman's language. Photos in story sequences or with articles. McCready Huston. Prices by arrangement. Pub. Query.

Gaze, Gee Whiz! See *Humorama*, Inc.

Good Business, Lee's Summit, Mo. (M-15) Articles 800-1,600 emphasizing Christian principles in business. First-person stories especially desired. Fillers up to 400 words; poems 20 lines or less, on business

themes. Photos of industrial subjects with business slant. James A. Decker. 2c up, poetry 35c line, photos \$6. Acc.

Gourmet, Penthouse, Hotel Plaza, New York 19. (M-50) Sophisticated, entertaining, authentic informative articles about food and good living; 2,500-3,000 including recipes as necessary. Cartoons. Acc.

Greater Philadelphia Magazine, 1831 Chestnut St., Philadelphia 3, Pa. (M-35) Articles to 1,500 on a variety of subjects dealing with Greater Philadelphia area, with emphasis on business community; personality sketches of local persons; photo series. Arthur Lipson, Editor and Publisher; Alan Halpern, Executive Editor. To \$25 an article. Pub.

Grit, Williamsport 3, Pa. (W-10) Odd, strange pictures, brief text; personalities and articles of general interest, 300-500; short illustrated articles for women's and children's pages. 2c, photos \$3. Acc.

Guideposts, 345 E. 46th St., New York 17. (M) Articles, preferably first person, 750-1,500, showing how spiritual principles have been applied to daily living. Must be factual; avoid essay or editorial approach. Short features. Leonard E. Le Sourd, Executive Editor. \$15-\$100. Acc. Query.

Guns Magazine, 8150 Central Park Ave., Skokie, Ill. (M-50) Articles 1,500-3,000 on all aspects of gun sport; articles on prominent shooters, designers, or other persons important in the gun game. Controversial topics provided they have authenticity and reader interest; shooting tips and techniques. Photographs. Cartoons. E. B. Mann, Editor; William B. Edwards, Technical Editor. 5c, cartoons \$10, photos \$5. Pub. Query.

Hep, P. O. Box 2257, Fort Worth, Texas. (M-25) Top quality features including scandal, exposé, entertainment, with two or more pictures closely keyed to the subject. All material must deal with the Negro race in some exciting way. Adelle Jackson, Editor. Open rates. Acc. Query.

Hep Cat's Digest, 166 West 72nd Street, New York 23. (Bi-M) Articles for digest-type of magazine, 500 to 1,000 on teen-agers, particularly rock 'n' roll features. Fillers, poems, cartoons. Robert E. Fischer. 1c-3c, photos \$3-\$5. Pub.

Hep Cats, 166 West 72nd St., New York 23. (Bi-M) Articles 500 to 1,000 on teen-age, particularly rock 'n' roll features; celebrities; news of teen-age doings in various sections of country. Fillers to 50 words. Poems. Cartoons. Robert E. Fischer. 1c-3c, photos \$3-\$5. Pub.

Herald-American Sunday Magazine, 123 N. Alameda, Compton, Calif. (W-10) Fiction to 2,500; adventure, action, romance, suspense. Articles on family problems, home money-making, etc. Cartoons. Milt Smith. Acc. Do not query.

HiFi & Music Review, 1 Park Ave., New York 16. (M-35) Features on use and enjoyment of high-fidelity equipment. Personality stories with emphasis on recording stars. Photographs. Little fiction. Oliver P. Ferrell. 8c-10c, photos \$10-\$20. Acc.

High Fidelity Magazine, Great Barrington, Mass. (M-60) Very little fiction; must be on music, records, audio, and preferably in humorous vein. Articles to 2,500 on music, musicians, sound-reproduction, and allied subjects connected with the listener's art. Verse, fillers, cartoons, photographs, if relevant. John M. Conly. 5c up. Acc.

Hometown—The Rexall Magazine, 8480 Beverly Blvd., Los Angeles 54, Calif. (M-free) Fiction 1,800-3,300 with family appeal, humor, light romance; no crime or controversial subjects. Occasional articles 1,000-2,000 of interest to homemakers, family, on how-to-do home projects, child care, etc. Oversupplied with fillers, quizzes, cartoons. V. W. Beardsley. Fiction to \$100, articles to \$50, pictures \$5. Acc.

Humorama, Inc., 655 Madison Ave., New York 21. Comprises: *Joker*, *Jest*, *Comedy*, *Breezy*, *Gee Whiz!*, *Snappy*, *Gaze*. Cartoons in the girl cheesecake field, also general cartoons; submit roughs. Jokes to 250 words, fillers with humor, epigrams with a quip or

message, satire to 1,000 words. No clippings or reprints. Ernest N. Devver. 3c, verse 35c a line, cartoons \$9 up. Acc.

Ideals, 3510 W. St. Paul Ave., Milwaukee 1, Wis. (Q-\$1.50) Poems, short stories, articles, Kodachromes, art work—inspirational, patriotic, religious, family, childhood, nostalgic subjects. The magazine is devoted to "clean, wholesome, old-fashioned American ideals." Van B. Hooper. \$10 an article or poem, photos \$5 up, transparencies \$25 up. Pub. Query before submitting material.

Inside San Francisco, 45 Maiden Lane, San Francisco 8, Calif. (M-35) Articles to 2,000 pertaining to San Francisco, its places, people, and history Short verse. Fillers to five lines. No fiction. Gil Coleman. Articles \$75, verse \$5 up. Pub.

Jest Magazine. See **Humorama, Inc.**

Joker. See **Humorama, Inc.**

Jubilee, 377 Fourth Ave., New York 16. (M-35) A national pictorial monthly of Catholic life, edited by laymen. Not in market for text pieces. Picture stories only, at \$5 a picture. Edward Rice, Robert Lax, Robert Reynolds, Senior Editors. Do not query.

Labor's Daily, Box 338, Bettendorf, Iowa. (D) Sponsored by International Typographical Union. Articles and interviews on all phases of labor—political action, community service, unusual jobs; exposés of political and economic matters of interest to unions. Humor, satire, short fiction dealing with unionism, civil rights, current social problems. Short verse of professional quality on labor subjects. Cartoons—worker's eye view of shop or office situations, political satire, with liberal slant. Spot photos of strikes, violence, or unionists participating in community service. Also seeks responsible stringers in key cities, New Orleans, Minneapolis, Boston, Chicago, Houston, Dallas, Louisville. Ralph S. White, Editor. 35c-50c a column inch, photos \$1-\$5. 10th of month following pub. Query on major projects.

Laugh Book Magazine, 438 N. Main St., Wichita 2, Kan. (M-35) Humorous articles, stories, anecdotes to 1,000 words. Themes deal with domestic situations and events common to and familiar to most readers. Charley Jones, Editor. 2c-3c, cartoons to \$25, jokes 50c, verse to 50c a line. Acc.

Law and Order, 72 W. 45th St., New York 36. (M-35) Directed to law enforcement officers, particularly chiefs of police. Articles 1,000-1,500, chiefly by persons in law enforcement field; most of them assigned. A few cartoons. Lee E. Lawder. 2c, cartoons \$5. Pub. Query.

Leatherneck, P. O. Box 1918, Washington 13, D. C. (M-30) Fiction, humor, articles to 3,000. Must have strong Marine slant. Shorts to 1,500. Colonel Donald L. Dickson, USMC. To \$200. Acc.

The Marine Corps Gazette, Box 1844, Marine Corps Schools, Quantico, Va. (M-30) Professional military, Marine Corps, naval, air articles, illustrated,

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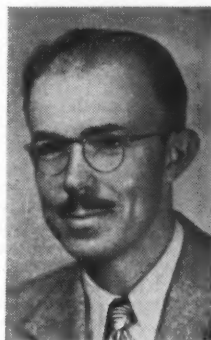
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with emphasis on amphibious warfare—1,000-5,000. Lt. Col. John A. Crown, USMC. 3c-6c. Acc.

Mature Years, 201 Eighth Ave., S., Nashville 2, Tenn. (Q) Fiction 1,500-2,000 of interest to older adults. Articles 1,200-1,500 for same group—hobby, devotional, activities. Verse. Photos. John W. Cook. 1c-15c, photos \$5-\$6. Acc.

Mexico This Month, Calle Atenas 42-601, Mexico 6, D. F. Articles 1,000-1,200 on off-the-beaten-track Mexican material—light, humorous twist desired. Good picture stories. Anita Brenner. About \$24 an article.

The Miraculous Medal Magazine, 475 E. Chelton Ave., Philadelphia 44, Pa. (Q) Any good story to 2,500 that agrees with Catholic teaching. "We don't buy sermons—the story is the thing." Verse on religious themes, especially the Virgin Mary, to 20 lines, but preferably shorter. Rev. Joseph A. Skelly, C.M., Editor. 1½c up, verse 50c a line up. Acc.

Montana: The Magazine of Western History, Roberts at Sixth Ave., Helena, Mont. (Q-75) Authentic but readable historical articles about the West—Arizona, Nevada, Utah, Wyoming, Nebraska, Texas, California, Colorado, North and South Dakota. Primarily interested now in fur trade, mining, and open range ranching articles. Michael Kennedy, Managing Editor. Pub. Query.

The Montrealer, 770 St. Antoine St., Montreal, Canada. (M-25) Good quality serious and light fiction, 1,200-2,500. Cartoons. Canadian contributors preferred. David L. Hockett. Varying rates. Pub.

Mos't, 166 W. 72nd St., New York 23. Requirements same as for **Hep Cats**, above.

Motor News, 139 Bagley Ave., Detroit 26, Mich. (M-25) Outdoor adventure and travel articles. Photos. Covers United States but is especially interested in Michigan and nearby states. William J. Trepagnier. \$50-\$100. Acc.

Movie Mirror, 441 Lexington Ave., New York 17. (M-25) Fresh, exciting stories about the top movie stars. Interviews on specific phases of a movie star's life also acceptable. Feature stories must be new and exclusive. All stories must lend themselves to photographs. Also uses third person articles about the movies stars on unusual ideas. Exclusive picture sets. Length 2,000 words. Richard Heller. \$100 up. Acc. Query.

Movie Show, 441 Lexington Ave., New York 17. (Bi-M-25) Same requirements as **Movie Mirror**, above.

The Nation, 333 Sixth Ave., New York 14. (W-20) Articles on current events of social and political significance; emphasis on good reportage. Liberal viewpoint. No verse. Carey McWilliams, Editor. 2c. Pub.

The National Guardsman, 100 Indiana Ave., N. W., Washington 1, D. C. (M-25) Military (Army and Air Force, not Navy, Coast Guard, Marine) articles 500-3,000. Military cartoons. Allan G. Crist. 5c up, cartoons \$7.50. Pub. Fully stocked till June, 1958.

The National Humane Review, 896 Pennsylvania St., Denver 3, Colo. (M-15) Articles 600-2,000 on cruel and inhumane or unusually kind treatment of children or animals; exposés; reforms. 1½c-2c, photos extra. Pub.

National Review, 211 E. 37th St., New York 16. (W-20) Articles 1,000-3,000 on politics, foreign affairs, the arts. Political cartoons. Conservative viewpoint. William F. Buckley, Jr. Pub. Query.

Nature Magazine, 1214 16th St., Washington, D. C. (10 issues a year-50) Illustrated nature articles 1,000-2,000; fillers with pictures 100 to 400; short verse. (Currently overstocked with fillers and verse.) R. W. Westwood. 1c-3c. Acc. Query.

The New Christian Advocate, 740 N. Rush St., Chicago 11. (M-35) Now edited for ministers only. Articles 1,200-1,500 on preaching, the ministry of music, pastoral care, church administration, counselling on personal problems, missions, the parsonage family. No fiction. Photographs may be submitted with manuscript as illustrations. Sonnet length verse,

or shorter. T. Otto Nall and Newman S. Cryer, Jr., Editors. Varying rates. Acc.

New Mexico Magazine, Santa Fe, N. M. (M-25) Illustrated articles on New Mexico, 1,500. George Fitzpatrick. \$15 an article, 4x5 transparencies for color section, New Mexico subjects only, \$25. Pub. Verse, New Mexico scene only, no payment.

New Republic, 1244 19th St., N.W., Washington 6 D. C. (W-20) Articles to 3,000 on political, cultural, and social subjects. Gilbert A. Harrison. Payment by arrangement. Query.

Oldsmobile Rocket Circle Magazine, 41 E. Oak St., Chicago 11. (M-free) Non-commercial material similar to that in mass consumer magazines. Photos. High-class, sophisticated treatment of spectator sports, participation sports, entertaining, entertainment world, travel. Miss Barbara DaVe, Manuscript Editor. Payment by negotiation. Query.

Opinion, 1123 Broadway, New York 10. (M-25) Articles 2,000; short stories 2,000; verse; fillers; all of Jewish interest. 1c. Pub.

The Optimist Magazine, 1721 Railway Exchange Bldg., St. Louis, Mo. (M-25) Articles of interest to businessmen—industry, science, government, economics, travel, human interest. Ralph J. Gentles. 3c. Pub.

Our Dumb Animals, 180 Longwood Ave., Boston 15, Mass. (M-15) S. P. C. A. organ. Animal articles and stories, not fiction, to 600; photos. W. A. Swallow. ½c, photos \$1 up. Acc.

Our Navy, 1 Hanson Place, Brooklyn 17, N. Y. (Bi-M-25) Articles and fiction (action or humor) with strong Navy enlisted slant; must entertain or inform the enlisted U. S. Navy bluejacket. Frank Uhlig, Jr., Payment at varying rates. Pub.

Our Sunday Visitor, Huntington, Ind. (W-5) Articles of Catholic interest 850-1,000. F. A. Fink, Managing Editor. 2c up. Acc.

PEN (Public Employees News), Box 2451, Denver 1, Colo. (M) Articles and fiction 1,000-2,500, illustrated with photos if possible. Original anecdotes 100-200. Cartoons. J. Rex Fleming, Assistant Editor. 3c, cartoons and photos \$5. Acc. Copy of magazine will be sent on request.

People and Places, 1800 W. Fullerton Ave., Chicago 14. (M-free-controlled) Human interest picture stories on people and places in the United States. Quality of pictures is of major importance; top quality, candid, unposed type, plenty of animation and human interest; usually requires first rights; returns unused photographs. Ralph N. Swanson. 2 wks after Acc.

People Today, 535 Fifth Ave., New York 17. (M-15) Staff-written. Buys occasional picture stories of professional quality and current interest, also leads, tips, or hot and exclusive news-feature stories on personalities or social phenomena. Irene Greenberg, Editor. Good rates. Acc.

Photoplay, 205 E. 42nd St., New York 17. (M-20) Personality features on Hollywood stars, 3,000. Candid photos of stars. Almost all stories are assigned to avoid duplication, and there is a very limited freelance market. Evelyn Pain. Open rate. Acc. Query essential.

Popular Electronics, 366 Madison Ave., New York 17. (M-35) Articles on construction of electronic gadgets, receivers, hi-fi equipment, etc., 500-3,500 words. Fillers. Cartoons, Photographs. No fiction except by experienced writers in the electronic field. Vin Zeluff, Managing Editor. Varying rates for text, cartoons \$7.50, photos \$7.50. Acc.

Quote, Droke House, Indianapolis 6, Ind. (W-15) Original anecdotes to 150 words for the use of public speakers. Original epigrams. Occasional light verse. Maxwell Droke, Editorial Director. Varying rates according to quality. Acc.

The Reign of the Sacred Heart, Hales Corners, Wis. 1,500 words up. Adventure, mystery, love, home, adjustment to surroundings, racial problems—anything of interest to the general reader, provided it is clean and wholesome. "Fiction that contains a good lesson,

either implied or expressed, and stories portraying self-sacrifice and unswerving loyalty and dedication to a cause are most welcome." Prefers surprise endings. Rev. George Pinger, S.C.J., Editor. 1½c. Acc.

Rod and Gun, 16 E. 55th St., New York 22. (B-M-35) Articles on fishing, hunting, boating, wildlife conservation, etc. Leonard Cole. Good rates. 30 days after acc.

Rod and Gun in Canada, Gardenvale, Que., Canada. (M-20) Personalized, action-filled hunting and fishing articles to 1,800. "Issue" material involving controversy between provinces and federal government, between areas, between various groups. How-to material on outdoor topics. Some cartoons. News photos. Reg. R. Fife. Varying rates, cartoons \$5, photos \$2-\$5. Acc. Query.

Rosicrucian Digest, Rosicrucian Park, San Jose, Calif. (M) Articles on almost any subject—the sciences, the arts, human relations. Constructive thinking related to everyday living—not obvious surface matters, but using as common ground, thought which is of the universal. Frances Vejtasa, Editor. 2c (or by arrangement). Acc.

St. Anthony Messenger, 1615 Republic St., Cincinnati 10, Ohio. (M-25) Catholic family magazine. Human-interest features on prominent Catholic achievements and individuals; articles on current events, especially when having Catholic significance, 2,000-2,500; short stories on modern themes slanted for mature audiences, 2,000-2,500; seasonal stories. Extra payment for photos retained. Occasional poetry on inspirational, religious, romantic, humorous, and nature themes. Rev. Victor Drees, O.F.M. 3c up. Acc.

The Saturday Review, 25 W. 45th St., New York 36. (W-20) Literary and general articles of ideas, philosophy, education. Poetry of quality. Cartoons. Photos. Articles \$75-\$150, verse 50c a line, pictures \$10. Pub. Query.

Scenic South, Standard Oil Company (Kentucky), Starks Bldg., Louisville 2, Ky. Photographs with captions—single or in series—showing subjects of scenic, historical, and general interest in Alabama, Florida, Georgia, Kentucky, Mississippi. Black and white glossy prints 8x10 for inside pages; transparencies 4x5 or larger for covers. Robert B. Montgomery. Black and white photos \$5-\$10, color transparencies \$75. Acc. Copies of magazine available to freelance photographers.

Seattle Times Sunday Magazine Section, Box 1892, Seattle 11, Wash. (W-20) Features on Pacific Northwest subjects only, 1,000-1,200. Picture layouts on regional topics for roto section. No fiction or verse. Chester Gibbon. \$15 for unillustrated article; \$25 with suitable art. Pub.

Sepia, 1220 Harding, P. O. Box 2257, Fort Worth, Texas. (M-25) Top quality picture stories including news, exposé, entertainment, sports, oddities, all with pictures closely keyed to story. All material must deal with the Negro race. Mrs. Adelle Jackson. \$50-\$200 for complete story with pictures. Acc. Query.

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17. (Bi-M-35) All types of action adventure stories to 8,000; original plots and mature writing. Cylvia Kleinman. 1c. Acc.

Ski Magazine, Hanover, N. H. (Six issues October through March-35) Articles 400-2,000 on ski trips, controversial subjects, techniques, equipment, resorts, personalities. Humor, fillers about skiing. Cartoons. Fred Springer-Miller. 1c-5c, photos \$1-\$10. Acc.

Skipper, 181 King George St., Annapolis, Md. (M-35) Outstanding sea fiction 3,000-5,000. Articles 2,500-3,000 with human interest approach to boating, cruising, racing, boats, ships, and the sea. Interested in controversial material if fair and documented. Photographs and photo essays. H. K. Rigg, Editor. 3c up, photos \$5 up. Pub, except by special arrangement.

Southwest Review, Southern Methodist University, Dallas 5, Tex (Q-75) Quality stories to 3,000. Articles on regional, literary, national, world problems. Poetry. Allen Maxwell. Prose ½c, \$5 a poem. Pub.

Stare, 655 Madison Ave., New York 21. (Bi-M-25) Photos—cheesecake, pinups. Steve André. Photos \$6—contact prints considered. Acc.

Sun, Box 142, Oakland, N. J. (M) International nudist magazine. Stories and articles, especially editorials, about nudism per se or in any field of allied interest such as mental and social hygiene, physical culture, nutrition, recreation. Photos, cover transparencies. Margaret A. B. Pulis. 1c, photos \$3, transparencies \$5-\$10. Pub.

Sunshine & Health, Box 142, Oakland, N. J. (M) American nudist magazine. Requirements as for **Sun**, above. Margaret A. B. Pulis.

Sunshine Magazine, The House of Sunshine, Litchfield, Ill. (M-15) Human interest topics which tend to develop character or overcome weaknesses and difficulties or which demonstrate helpful conduct toward people or causes. Stories should be forceful with surprising climax. No love triangle or death-bed stories. Maximum 1,500 words; 1,200 preferred. No poetry. Henry F. Henrichs, Editor. Rate according to merit. Acc.

The Tomorack Review, Box 157, Postal Station K, Toronto 12, Ont., Canada. (Q-\$1) Fiction of literary quality to 10,000. Critical essays, travel, criticism of movies, TV, drama, to 10,000. Verse of literary quality. About 1c. Pub.

Theatre Arts, 130 W. 56th St., New York 19. (M-50) Articles on the theatre and associated arts, 500-2,000. Most material written on assignment. John D. MacArthur, Editor and Publisher. 2c. Pub.

Tic, P.O. Box 350, Albany 1, New York. Articles for dentists on dental or dental related themes, 800-2,400. Cartoons; photographs and other illustrations, individual or series. To \$75 an article. Acc.

Town & Country, 572 Madison Ave., New York 22. (M-75) Satirical, topical short stories, articles, essays, on unusual subjects, addressed to a general, mature audience. Small freelance market. Varying rates. Acc.

Trail-R-News Magazine, 546 W. Colorado, Box 1551, Glendale, Calif. (M-10) Articles built around travel or mobile life, 1,200-3,500. Each should be accompanied by two glossy photos. Stock photos acceptable. Articles must deal specifically with a trip or locality. No generalities wanted. Interested in Eastern and Midwestern material. Technical matter by arrangement. \$12.50-\$25 an article. Pub.

True Astrology Magazine, 441 Lexington Ave., New York 17. (Bi-M-35) Articles on popular problems as related to astrology; average length 1,500-2,000. Dal Lee. 1c-1½c. Before pub.

True West, P. O. Box 5008, Austin 31, Tex. (Bi-M-25) An all-fact magazine of the Old West—badmen, gold rush days, cattle drives, ghost towns, range wars, the "little men" that made the Old West. Wants the fast movement of fiction combined with the factual accuracy of historical journals. Articles 1,500-5,000. Fred Gipson, Editor. 1c. Pub.

TV and Movie Screen, 441 Lexington Ave., New York 17. (M-25) Articles with a kick; warm personal

stories about the top stars of television and motion pictures, with emphasis on those stars who are the favorites of teen-agers. Also uses exclusive picture stories. Stories must have a new slant; may be interview, byline, or third person. Byline stories by the stars with signed releases. Maximum length, 2,200. Richard Heller. \$100 up. Acc. Query.

TV Picture Life, 441 Lexington Ave., New York 17. (Bi-M-25) Warm and personal interview stories about the most popular stars on TV. Feature stories must be new and exclusive and lend themselves to pictures. Also straight third person articles about the stars if the idea is an exciting one. Exclusive picture sets. Maximum length, 2,500. Richard Heller. \$100 up. Acc. Query.

TV Stage, 441 Lexington Ave., New York 17. (Bi-M-25) Warm and personal interview stories about the top stars on TV and occasional behind-the-scenes stories about TV shows. Also exclusive picture sets. Stories should be full of quotes. Byline stories with signed releases by the stars. Maximum length 2,200. Richard Heller. \$100 up. Acc. Query.

Vermont Life, State House, Montpelier, Vt. Illustrated factual Vermont articles. Photos, black and white and color. Arranges photo and article assignments with freelancers at higher than listed rates. Walter Hard, Jr. 2c. Pub.

Victorian Magazine, Lackawanna 18, N. Y. (M-30) A Catholic magazine specializing in good short stories (1,500-2,500), short-shorts (under 1,000), based on the choices of people living in today's turbulent world. Interesting articles with or without religious interest (1,200-2,500). Good fillers and cartoons. No one-line fillers. Nelson W. Logal. 1c-5c. Acc.

Virginia Quarterly Review, 1 West Range, Charlottesville, Va. (Q-\$1) Exceptional literary, scientific, political essays 3,000-7,000; short stories and verse of high standard. Charlotte Kohler. Good rates. Pub.

Weekend Magazine, 321 St. James St., W., Montreal, Canada. Magazine section of 26 Canadian dailies and the **Standard**. Limited market for short features of Canadian interest. Fillers. Photo features, including color. Articles \$200 up. Acc. Query on articles.

What's Cookin' in New York, 126 Clinton St., New York 2. (M-15) Informal, light, semisophisticated fiction and articles to 800. Humor. Verse. Food and entertainment material preferred. Helen Dunn, Editor-Publisher. Contributors' copies only.

Yale Review, 28 Hillhouse Ave., New Haven, Conn. (Q-\$1) Articles on current political, literary, scientific, art subjects 4,000-5,000. Quality short stories. Poetry. J. E. Palmer, Editor; Paul Pickrel, Managing Editor. Good rates. Pub.

Yankee, Dublin, N. H. (M-25) Articles on New England subjects to 2,000. Poetry, any subject but preferably not over 30 lines, preferably shorter. Address poetry to Jean Burden, 403 Ventura St., Altadena, Calif. 2c-10c, poems \$5. Pub. or Acc.

Your Personal Astrology Magazine, 441 Lexington Ave., New York 17. (Q-35) Astrological articles helpful to the individual reader. Average length 1,500-2,000. Dal Lee. 1c-1½c. Before pub.

Men's Magazines

Action, Hillman Periodicals, 535 Fifth Ave., New York 17. (Bi-M-25) True adventure, preferably in first person, 2,000 up. James A. Bryans. Good rates. Acc.

Adventure Magazine, 205 E. 42nd St., New York 17. (M-25) Short stories 2,000-7,000; short-shorts 1,000-1,800; novelettes 10,000-20,000. Articles 2,000-6,000 on adventure, men at work, sports, science, exploration. Fillers 5-1,000. Cartoons. Photos. Alden H. Norton. Fiction \$250 up, non-fiction \$150 up. Acc.

Argosy: The Man's Magazine, 205 E. 42nd St., New York 17. (M-35) "The best available stories for

men. Action is important; drama is essential." Short stories to 5,000; novelettes 10,000-15,000. Articles 1,500-5,000—first-person adventure, sports, science, medicine, living. Features. Cartoons, Henry Steeger, Editor; Alden H. Norton, Executive Editor. High rates. Acc.

Bachelor, 655 Madison Ave., New York 22. (Q-35) Personality sketches and other articles of male interest to 3,000. Fiction, especially short-stories with twist or shock endings. Bruce J. Friedman. Fairly good rates. Acc.

Caper, 8511 Sunset Blvd., Los Angeles 46 Calif. (M-50) Sexy, strong, male fiction; some satire if easily intelligible; occasional crime and adventure fiction. Fiction length 1,200-2,000. Sexy, humorous, mildly sophisticated articles presenting the male point of view; occasional fact pieces on crime, sports, guns, sex, music, etc. Article length 1,500-2,000. Jokes. Cartoons. Photos of girls. Appeal of magazine is to men 18-45. \$75-\$100.

Cavalier, 67 W. 44th St., New York 36. (M-25) Articles: adventure, exposé, self-help—anything that has both excitement and interest for men. Narrative shorts 500-1,000. No fiction. James B. O'Connell, Editor. For promotable lead article \$750, middle-of-the-book articles \$300-\$400, shorts \$50-\$75. Query **Challenge for Men**, 444 Madison Ave., New York 22. (Bi-M-25) Articles 2,500-5,000—adventures, historicals, Westerns, exposés, medical, service stories. No freelance fiction. Cheesecake and action photo sets. Phil Hirsch. Articles \$150 up, photos \$10-\$25, photo sets \$50 a page. Acc. Query.

Courage, Gusto, and Man's Exploits, Room 307, 303 Lexington Ave., New York 16. (Bi-M-25) Same requirements as **Rage for Men**, below.

The Dude, West Park Publishing Co., 48 W 48th St., New York 36. (Bi-M) Ultrasophisticated but literary short stories. Off-beat articles of male interest, 1,000-5,000. No sin cities, no straight men's adventure articles. Light, urbane articles springboarding from the boudoir. Bruce Elliott. 5c-10c. Acc.

Epic, 16 E. 55th St., New York 22. (Bi-M-25) Adventure and outdoor articles to 6,000; picture stories. Leonard Cole. Good rates. 30 days after acc.

Escapade, 1472 Broadway, New York 36. (M-50) Strong, earthy fiction in the Saroyan, O'Hara, Hemingway vein, 1,250-3,000. Satires, humorous take-offs on the American way of life; sports; music personalities, male fashions from a sophisticated viewpoint. Burton Wohl. Top rates. 30 days after acc. Query on special articles.

Esquire, 488 Madison Ave., New York 22. (M-50) Sophisticated unsentimental articles, masculine viewpoint; essays, sketches, short stories; cartoons; controversial article ideas. Arnold Gingrich. Pays according to quality and length. Acc.

Fling Magazine, 44 E. Superior St., Chicago 11. (Bi-M-50) Fiction 1,000-3,000 strictly adult, locale anywhere outside the U.S.A.; basic ideas unusual and off-beat; quality in writing a must. Satire 1,000-2,500, sexy and different but in good taste. Articles 1,000-2,500; controversial; interviews; biography; travel; some sports. Jokes. Sexy cartoons. Pin-up photographs. Arv Miller, Editor-Publisher. \$100 up, cartoons \$25 up, photos \$75 up. Acc.

For Men Only, 655 Madison Ave., New York 22. (M-25) Short stories 3,000-3,500. Articles—first-person and third-person true, rugged, dramatic adventures. Dramatic profiles of fabulous personalities. Cartoons. Photographs. Noah Sarlat. To \$300, pictures to \$25. Acc. Query.

The Gent, West Park Publishing Co., 48 W. 48th St., New York 36. (Bi-M) Same requirements as **The Dude**, above.

The Grizzly, 5636 Melrose Ave., Los Angeles 38, Calif. (Bi-M-35) Military, action, adventure stories with romantic slant, 1,500-2,000. Worth Larkin. \$25 up. Pub.

Male, 655 Madison Ave., New York 22. (M-25) First-person and third-person adventure stories of all



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types. Dramatic profiles of fabulous personalities. Fiction about 3,000-5,000. Photo illustrations. Noah Sarlat. To \$500. Acc.

Man's Cavalcade, Skye Publishing Co., 16 E. 55th St., New York 22. (Bi-M-25) Articles and first-person adventure and sports stories, 2,000-5,000. Exposé articles. Bill Guy, Editor. Acc.

Man's Conquest, 441 Lexington Ave., New York 17. (Bi-M-25) Exciting personal adventure involving "man-against" man, beast, nature, etc. Articles on themes of specific interest to men, 2,500-3,000. Photographic illustrations if possible. No fiction. Jack Hoffman. \$125 up. Acc.

Man's Illustrated, 441 Lexington Ave., New York 17. (Bi-M-25) Male-slanted adventure articles with basis in newsbreak situations; also non-fictional treatment of themes of specific interest to men—2,500-3,000. Photos. No fiction. Jack Hoffman. \$125 up, open rate for photos. Acc.

Man's Life, 1790 Broadway, New York 19. (Bi-M-25) Stories to 3,500; should not be too lurid. Articles to 3,000—crime, adventure, sports. Sociological articles of interest to men, such as "The American Man Is No Longer a Male." Cartoons—male slant. Harold Straubing. Fiction and articles \$150 up, additional for pictures, cartoons \$10. Acc.

Man's Magazine, 444 Madison Ave., New York 22. (M-25) Articles 2,500-5,000: adventures, historicals, Westerns, exposés, medical, service stories. No freelance fiction. Cheesecake and action photo sets. Phil Hirsch. Articles \$150 up. Illustrative photos \$10-\$25, photo sets \$50 a page. Acc. Query.

Man's World, 655 Madison Ave., New York 21. (Bi-M-25) Short stories 2,500-3,000. First-person or "as-told-to" true, rugged, dramatic adventures with photos if possible. Rugged photo stories. Third-person historicals, Westerns, profiles of fantastic characters. Noah Sarlat. To \$300, pictures to \$25. Acc. Query.

Man to Man, 21 W. 26th St., New York 10. (Bi-M-25) Fiction and non-fiction to 2,000. Articles include current personalities in the news, true adventure, and experience that is contemporary and American. Everett Meyers. \$50-\$75. Pub.

Men, 655 Madison Ave., New York 21. (M-25) Authentic true adventures, past and present, 2,500-4,000. Dramatic profiles of fabulous personalities. Fiction. Book condensations. Cartoons with male slant. Photos. Full-length articles \$200 up, short articles \$50-\$150, cartoons \$15, photos \$10 up. Acc. (except photos). Query.

Men's Digest, 3755 W. Armitage Ave., Chicago 47. (M-50) Fiction 500-2,500 with strong male slant. Non-fiction for men—photos usually required. Unusual photo essays. Cartoons, gags. Paul G. Neimark, Editor-in-Chief. 5c up, photos to \$25.

Modern Man Magazine, 8150 N. Central Park Blvd., Skokie, Ill. (M-50) Fiction about 2,500; adventure, humor, subjects of interest to men. Articles 1,500-3,000 on hunting, adventure, mechanics, travel, sports, etc., from male standpoint; should be replete with anecdotes and quotes; 15 or more photos whenever possible. Cartoons. Art Arkush, Editorial Director. Varying rates for text, cartoons \$10, photos \$10, \$100 per black and white set, \$150 per color page. Pub. Query.

Mr. Magazine, 21 W. 26th St., New York 10. (Bi-M-25) Fiction and non-fiction to 2,000, sophisticated in approach; must be contemporary and may be humorous. Authentic, behind-the-scenes glimpses of

entertainers; unusual and interesting places here and abroad; recipes for understanding and getting along with women. Everett Meyers. To \$75. Pub.

Nugget, 545 Fifth Ave., New York 17. (M-50) Stories 1,000-4,000, off-beat with strong writing and plots to appeal to an adult male audience; earthy and humorous stories. Light but solidly factual essays 1,000-3,000 on women, travel, sports, entertainment, celebrities, or any other subject of masculine interest. Fillers. Cartoons. Photographs. George Wiswell, Editor. Stories and essays \$100 up, cartoons \$25 up, photos \$25 up. Acc. Query.

Playboy, 232 E. Ohio St., Chicago 11. (M-50) Short stories 5,000; short-stories 800-1,500; novellettes 10,000-15,000. Essays and articles 2,500-5,000. Cartoons, photos. Material must be of special interest to sophisticated young male readers. High quality, including charm of style, essential. Ray Russell, Executive Editor, receives fiction; Jack J. Kessie, Associate Editor, reads non-fiction. \$2,000 up for principal fiction story in issue; \$1,000 minimum for other fiction with short-stories only exception, article rates excellent. Acc.

Rage for Men, Room 307, 303 Lexington Ave., New York 16. (Bi-M-25) True adventure of masculine tone 1,000-2,000. Articles 1,000-2,000 on true crime, sex, sports, war, adventure, sea. Photos. Material is wanted that lends itself to eye-catching pictures. Richard E. Arnold. Stories and articles \$50 up, photos \$5 up. Acc. Do not query.

Real, 10 E. 40th St., New York 16. (M-25) Heavy emphasis on authentic, dramatic non-fiction. Book condensations 15,000. Articles 2,000-5,000 on men in action—first-person experiences, adventure; exposés, historical, off-beat profiles, science and medical pieces, sports, crime. Also picture stories of considerable impact. Competitive rates on all articles with \$150 minimum. Acc. Query.

Rogue, P. O. Box 230, Evanston, Ill. (M-35) Fiction and articles 2,000-5,000—adventure; sophisticated pieces; personality articles. Extensive market for cartoons—line or wash. Photos to illustrate articles, also boudoir type cheesecake. William L. Hamling, Editor. 5c up, cartoons \$10-\$25, photos \$10-\$25. Acc.

Saga, 205 E. 42nd St., New York 17. (M-25) True adventure stories for men. All subjects. Narrative strength of first importance. Profiles of adventurous men, preferably in news today, a good bet. Sagas of the past always sought. Picture stories. True humor. Photos. Cartoons. Fillers. Ed. Fitzgerald. Feature rates \$150-\$500, filler \$5-\$50. Acc.

See, 10 E. 40th St., New York 16. (Bi-M-25) 3,000-5,000 words true adventure; off-beat profiles; stories of war, sports, crime, history (controversial); medicine. No fiction. Query.

Showdown for Men, formerly **Men in Combat**, 441 Lexington Ave., New York 17. (Bi-M-25) Accounts of true personal adventure involving man against man, beast, or nature situation. Also third-person reportages involving authentic, exciting, newsworthy situations from 1900 on. Locale must be U.S.A. Length 2,000-3,000. No fiction. Query as to cartoons. Jack Hoffman. \$125 up. Acc.

Sir!, 21 W. 26th St., New York 10. (M-25) Short stories, 1,500-1,800. Short-stories. Articles on anything of interest to men—metaphysical, weird, exposés. Cartoons. Photos. Adrian B. Lopez, \$50-\$75 an article, pictures \$5-\$7.50. Acc. Query.

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Sportsman Magazine, 655 Madison Ave., New York 22. (Q-35) Noah Sarlat. Inventory full for a while.

Stag, 655 Madison Ave., New York 22. (M-25) Chiefly first-person and third-person true adventure pieces of all types, 2,000-3,000. Picture stories. Fiction. Dramatic profiles of fabulous characters. Noah Sarlat. Up to \$500. Acc.

Swank Magazine, 655 Madison Ave., New York 22. (Q-35) Short stories to 2,500; short-shorts 1,000; novelettes only by big names. Articles, fact-fiction, humorous-satirical. Big need: personality stories of strong interest to men. Cartoons in black and white and color only by professional cartoonists. Photos. Verse perhaps, if exceptionally funny. Bruce J. Friedman. Rates fairly good. Acc.

True, The Man's Magazine, 67 W. 44th St., New York 36. (M-35) Factual stories of interest to men, 2,000 up—average 5,000-6,000. Always needs true, first-person adventure. Two-column fillers, 500-1,000. One novelette length (20,000) each issue. No fiction. Douglas S. Kennedy. Highest rates. Acc.

True Men Stories, 1790 Broadway, New York 19. (Bi-M-25) Same requirements as **Man's Life**, above. Seeking also feature columns and cartoons.

Valor, Skye Publishing Co., 16 E. 55th St., New York 22. (Bi-M-25) Same requirements as **Man's Cavalade**, above.

Women's and Home Service Magazines

American Baby, 180 Riverside Drive, New York 24. (M-25) Articles to 1,000. Special need: articles by doctors. No verse. No photos. Beulah France, R.N. 1/2c. Pub. Acc. on articles by doctors.

American Beauty, 166 West 72nd St., New York 23. (Bi-M) Articles 50-1,000 on fashion, glamour, charm, success. Robert E. Fischer. 1c-3c, photos \$3-\$5. Pub.

The American Home, 300 Park Ave., New York 22. (M-25) Practical articles pertaining to home, interior decorating, building, gardening, food, home-crafts, 800 to 2,000. Illustrated how-to-make or how-to-do articles on homemaking subjects. Mrs. Jean Austin. Varying rates. Acc.

Baby Care Manual, Parents' Institute, 52 Vanderbilt Ave., New York 17. (Q-give-away through hospitals to new mothers) All articles reprinted from **Parents' Magazine**. Photos. Mrs. Maja Bernath. Photos \$25. Acc.

Baby Talk, 149 Madison Ave., New York 16. Experience articles mother-father-baby, 500-1,000; fillers; verse. Deirdre Carr. 2c-3c. Acc.

Baby Time, 424 Madison Ave., New York 17. (M-25) Articles 500-750 of interest to new and expectant mothers and mothers of children up to about 3 years. Lee Robba. \$5 up an article. Acc.

Better Homes & Gardens, 1716 Locust St., Des Moines 3, Iowa. (M-25) Architectural, home decorating, and gardening articles largely staff-written. Special Features Department seeks high caliber general articles on practically any subject except politics, sports, and medical "scare." Major stories viewing problems important to the average family—"America's Moral Crisis" a recent example. Photos. Cartoons. No fiction, little verse. Hugh Curtis, Editor. Gordon G. Greer, Special Features Editor. Articles to \$1,500 and above. Acc. Query.

Bride's Magazine, 60 E. 42nd St., New York 17. (Q) Articles 100-1,500 covering fashions, furnishings and home decorations, etc., of interest to brides; verse. Helen E. Murphy. Varying rates. Acc.

Canadian Home Journal, 73 Richmond St., W., Toronto, Canada. (M-20) Short stories 3,000—current need, young, romantic love. Robert Majoribanks, Managing Editor. \$200. Acc.

Canadian Homes and Gardens, 481 University Ave., Toronto, Canada. (M-25) Practical how-to-do-it articles on subjects of interest to homemakers; keep in mind Canadian geography and climate. Photos. Varying rates. Acc.

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Catholic Home Journal, 220 37th St., Pittsburgh 1, Pa. (M-20) Love or domestic stories 1,200-2,000. Articles on the home, child care, etc., preferably illustrated, 1,800-2,000. Verse about home life and children to 20 lines. Rev. Bonaventure Stefun. 1c up, verse 30c a line. Acc.

The Catholic Home Messenger, St. Paul Monastery, Confield, Ohio. (M) Fiction and articles 1,800-2,000. Fiction should be timely or deal with social and family problems. Articles on biography, travel, current events, cultural matters, etc. Picture stories—7-8 photos, 300-600 words. Fillers and cartoons used occasionally. Rev. Bernard M. Borgogno, S.S.P. 1½c up. 10th of month after acc.

Charm, 575 Madison Ave., New York 22. (M-25) Short articles of interest to women who work, 500-1,500. Helen Valentine. Varying rates. Acc.

Chatelaine, 481 University Ave., Toronto 2, Canada. (M-20) Fiction: short stories to 6,000; occasional novelettes to 15,000; occasional two-parters. Articles to 3,500: "you interest" including medical; first-person on medical, marital, or emotional topics, including lively opinion pieces. Prefers Canadian background. Doris Anderson, Managing Editor. Acc.

Chic & Twenty, formerly **Beauty and Health**, 166 West 72nd St., New York 23. (Bi-M) Articles 500-1,000 on self-improvement through diet, exercise, etc. Fillers and news to 50 words. Cartoons. Robert E. Fischer. 1c-3c, photos \$3-\$5. Pub.

The Christian Home, 201 Eighth Ave. S., Nashville, Tenn. (M-20) Articles 1,000-2,000 on family relationships, child guidance; stories 2,500-3,500, of interest to parents of children and teen-agers; verse; photos of family groups. Dr. Joy Bayless. Stories and articles 1½c, verse 25c a line. Acc.

Crosier Magazine, formerly **Crosier Missionary**, Onamia, Minn. (M-25) Wholesome but not "preachy" fiction appealing to Catholic families, 800-1,800. Articles, preferably with photos, on religious topics of general interest but especially on Catholic family life, courtship, marriage, child training, 800-1,800. Cartoons. Photo stories on religious or inspirational topics. Rev. Robert Fix, O.S.C. 2c-5c, cartoons \$5, photos \$4-\$10, photo stories \$15 up. Acc.

Everywoman's Magazine, 16 E. 40th St., New York. (M-7) Quality fiction. Articles: queries and outlines suggested. Dorothea Zack Hanle, Editor; MacLennan Farrell, Articles and Fiction Editor. Good rates. Acc.

Family Circle Magazine, 25 W. 45th St., New York 36. (M-7) Short stories 2,500; short-shorts 1,200; novelettes rarely used. Articles on family relationships, health, child care, family leisure-time activities, financial, travel, personalities, etc. Some verse. Cartoons. Photos. Robert M. Jones. Competitive rates, depending on subject and quality. Acc.

Family Digest, Huntington, Ind. (M-20) Articles, 1,000-2,000 on home and family subjects. True family stories inspirational or adventurous. John F. Fink. 2c up. Acc.

The Family Handyman, 117 E. 31st St., New York 16. (M-35) Subject matter: home improvement, repair and maintenance of interest to do-it-yourself homeowners. Photos of work in progress and/or finished glamour views of basements, attics, terraces, built-ins, playrooms, kitchens, etc., that can be used with the how-to stories. P. H. Scheller, Managing Editor. 5c, black and white glossy 8x10 photos \$7.50 up. Pub.

Flower & Garden Magazine for Mid-America, Mid-America Bldg, Kansas City 11, Mo. Articles to

2,000 on indoor and outdoor gardening for the amateur in the Middle West. Midwestern writers preferred. Black and white photos accompanying articles; transparencies for covers. Rachel Snyder. To 2c, black and white photos \$3-\$5.

Flower Grower — The Home Garden Magazine, 2049 Grand Central Terminal, New York 17. (M-35) How-to articles by and about experienced suburban and small-town home gardeners, photographs of gardens and flowers; articles to 1,500. Fillers 100-200. John R. Whiting. Articles \$5-\$125, photos \$5-\$10, color photos to \$100. Acc.

Glamour, 420 Lexington Ave., New York 17. (M-35) Articles of interest to young women 500-1,000; subjects of daily concern with emphasis on specific and helpful material; humorous approach acceptable. Evelyn Harvey. From \$25 for short features. Acc.

Good Housekeeping, 57th St., and Eighth Ave., New York 19. (M-35) Stories of quality to 25,000; short articles; verse. Herbert R. Mayes. Excellent rates. Acc.

Harper's Bazaar, 572 Madison Ave., New York 22. (M-50) Literary distinction and vitality determine the selection of poetry, short stories, and articles. Alice S. Morris, Literary Editor; Charles Rolo, Articles Editor. \$200-\$500. Acc.

Home Life, 127 Ninth Ave., N., Nashville 3, Tenn. (M-15) Short stories and feature articles of interest to home and family groups, Christian viewpoint, 750-3,000; short poems of lyric quality, human interest, and beauty; occasional photos, fillers, cartoons. Joe W. Burton. To 3c. Acc.

Home Modernizing Guide, 4 E. 52nd St., New York 22. (Semi-A-50) How-to articles on home maintenance, repair, remodeling. \$75 a page including photos. Acc.

House & Garden, 420 Lexington Ave., New York 17. (M-50) Home decoration, gardening, landscaping, building and remodeling, unusual travel and architectural articles; articles on music and the art of good living 1,500-3,000. \$200 up. Acc.

House & Home, 9 Rockefeller Plaza, New York 20. Limited market for material on outstanding architect-designed homes and housing developments, with first-class architectural photographs. P. I. Prentice. Acc. Query.

House Beautiful, 572 Madison Ave., New York (M-50) Articles on building, remodeling, decorating, gardening, entertaining, cooking, house maintenance, home furnishing, music, travel, etc., to 2,000, with photos; fillers. Largely staff-written. Elizabeth Gordon. Varying rates. Pub.

Household, 912 Kansas Avenue, Topeka, Kan. (M-15) Practical how-to articles on building, home maintenance, remodeling, furnishing, decorating, gardening and food. Also general-interest articles slanted to interests of medium- and small-town families on health, travel, family relations, family economics, child care, and social problems. Picture stories on all how-to subjects. Limited amount of light verse and cartoons. John M. Carter, Editor; Albert Roland, Articles Editor. Top prices for all material. Acc.

Ladies' Home Journal, Independence Square, Philadelphia 5, Pa. (M-35) Articles 2,000-5,000; short stories 4,000-7,500; serials, 50,000-70,000; novelettes 20,000-40,000; short lyric verse; fillers; cartoons. Bruce Gould, Beatrice Blackmar Gould. Top rates. Acc.

Living for Young Homemakers, 575 Madison Ave., New York 22. (M) Small market for short articles,

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1,000-1,500, on how-to-do in home, garden, health, children, etc., sometimes with photos. Edith Brazwell Evans. Varying rates. Acc.

Mademoiselle, 575 Madison Ave., New York 22. (M-35) Short stories and articles of interest to young women aged 18-30, 2,500-3,500. Betsy Talbot Blackwell, Editor-in-Chief; Cyril Abels, Managing Editor, features; Margarita G. Smith, Fiction Editor. Acc.

Marriage Guide, Skye Publishing Co., 270 Park Ave., New York 17. (Bi-M-35) Articles to 2,500 dealing with marriage problems with which the reader can feel some identification. Arthur Bernhard. 3c. Acc.

McCall's, 230 Park Ave., New York 17. (M-35) Fiction of all lengths: short-stories, short stories, one-shots, serials. Articles. Otis L. Wiese, Editor and Publisher; Betty Parsons Ragsdale, fiction; John English, articles. First-class rates. Acc.

Mother's Magazine, David C. Cook Publishing Co., Elgin, Ill. Articles on child character and religious training in the home, also inspirational articles, not over 1,000. Activities for children aged 2-6; poetry with a religious slant for mothers or children, not over 20 lines. Fillers and anecdotes dealing with pre-school children. Iva Hoth, Editor. 1c-3c, verse 25c a line. Acc.

My Baby Magazine, 302 Fifth Ave., New York 11. (M-free) Articles on baby care and pregnancy subjects to 1,000 with a non-medical slant. Peg Rivers. 1c-3c. Pub.

National Business Woman, 2012 Massachusetts Ave., N.W., Washington 6, D. C. (M-15) Official publication of the National Federation of Business and Professional Women's Clubs. Articles 500-1,500 of special interest to women who earn their own living. Verse. Photos. Art work. Marion K. Stocker, Editor. \$10-\$35. Acc.

New Home Guide, 4 E. 52nd St., New York 22. (Semi-A-50) Articles on home building, financing, construction materials. \$75 a page including photos. Acc.

Parents' Magazine, 52 Vanderbilt Ave., New York 17. (M-35) Articles on family relationship, child care and guidance, 1,500-2,500. Articles on adolescence especially needed. Fiction. Humor. Mrs. Mary E. Buchanan. 10c up. Acc. Query on articles with lead and one-page outline.

Popular Gardening, 530 Fifth Ave., New York 36. (M-35) Practical articles for beginners, specialty features for experienced gardeners 1,000, with photos. Suzanne Gleaves. 3c. Acc.

Sunset, Menlo Park, Calif. (M-20) Largely staff-written. Purchases from West Coast contributors only. Western travel, Western home, Western food, Western crafts, Western gardening, how-to-do-it articles. Acc. Query.

Trailer Life, 607 S. Hobart Blvd., Los Angeles 5, Calif. Practical articles 500-2,500 pertinent to Americans living in mobile homes. How-to articles with brief but fully explanatory text concerning handy trailer devices, including gardening, trailer patios, interior painting, knick-knack building; step-by-step series of photos essential. Travel stories associated with trailering. Articles about hobbies, photography, etc. Editor's guide to writers free on request. David F. Lyon, Editor. Rates "tops in field."

U. S. Lady, 1823 Jefferson Place, N. W., Washington 6, D. C. (M-35) Short-short stories to 1,500. Articles of special interest to wives of armed services men, to women in the services, to service families traveling. No general interest women's material. Paragraph fillers. Poetry. Cartoons. Photos. Alvadee Adams. Articles \$15-\$50, fillers and verse \$3-\$10, cartoons \$3-\$10. Pub. Query.

Vogue, 420 Lexington Ave., New York 17. (Semi-M-50) Articles of general interest especially to women, 1,500-2,000; photos. No poetry. Occasional fiction. Jessica Daves. Good rates. Acc.

Western Family, 1300 N. Wilton Pl., Los Angeles

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Woman's Day, 19 W. 44th St., New York 36. (M-10) Filler needs are for human experiences, home topics, party suggestions; humor; no verse; 500 words is the best length. Contemporary fiction of quality, genuine human interest, romance or humor, 2,500-3,500. Eileen Tighe, Editor; Betty Finnin, Fiction Editor. No set rate. Acc.

The Workbench, 543 Westport Rd., Kansas City 11, Mo. (M-15) Articles 750-1,000 on how to do needle crafts and other home crafts of interest to women, including the making of specific items. Mary Ida Sullivan, Editor. 2c, photos to \$5. Acc.

The Workbench, 543 Westport Rd., Kansas City 11, Mo. (Bi-M-35) Projects and articles in the home workshop, home improvement and home repair fields from the do-it-yourself angle. Illustrated with plans, working drawings, progressive photographs, etc. T. M. O'Leary. Payment on basis of overall worth of article and illustrations. Pub.

Young Woman, 166 W. 72nd St., New York 23. Articles for young women, especially teen-agers, on their problems including health, diet, exercise, fashion, makeup, personality. Fillers of 50 words, particularly on news from various sections. Robert E. Fischer. 1c-3c, photos and cartoons \$3-\$5. Pub.

Your New Baby, Parents' Institute, 52 Vanderbilt Ave., New York 17. (M-give-away through diaper services and infants wear departments) Articles 700-1,500 on baby care and family living by parents or specialists in child care. Fillers. Photos. Mrs. Maja Bernath. Articles \$15-\$80, photos \$25. Acc.

Confession Magazines

Complete Confessions, 441 Lexington Ave., New York 16. (Bi-M-25) Stories 1,500; novelettes 8,000 words. Self-help articles on marriage, love, teen-age problems, etc. Ruth Beck. Acc.

Confidential Confessions, 23 West 47th St., New York 36. Dramatic first-person stories with hit-home marriage and courtship problems. Shorts from 2,500 to 6,500; novelettes to 10,000. Rose Wyn. To 3c. Acc.

Daring Romances, 23 West 47th St., New York 36. Realistic first-person marriage and courtship stories with emphasis on man-woman problems. Strong emotional tone. Shorts from 2,500 to 6,500; novelettes to 10,000. Rose Wyn. To 3c. Acc.

Exotic Romances, Room 307, 303 Lexington Ave., New York 16. (Bi-M) Confessions 2,500-7,500. Richard Arnold. 2c. Acc.

Intimate Story, 295 Madison Ave., New York 17. (M-25) First-person stories of serious love conflict or problem situations with realistic, everyday characters 5,000-8,000; novels, 10,000. Teenage romance and marriage stories welcome. Marjorie Sneden. 3c. Pub.

Modern Romances, 261 Fifth Ave., New York 16. (M-15) First-person real-life stories. Also short articles 400-1,000, dealing with parenthood, young mothers with small children, pregnancy, and post-natal health. Articles carry bylines. Henry P. Malmgreen. 4c and 5c. Acc. Address Mr. Malmgreen for story contest rules.

My Love Secret, 535 Fifth Ave., New York 17. (Bi-M-15) For requirements see **Real Romances**, below.

Personal Romances, 295 Madison Ave., New York 17. (M-25) First-person romances, young heroes and heroines, with strong emotional problems logically worked out, 3,000-10,000. Hilda Wright. 3c up. Pub.

Real Confessions, 441 Lexington Ave., New York 16. (M-25) Same requirements as **Complete Confessions**, above.

Real Romances, 535 Fifth Ave., New York 17. (M-15) First-person short stories to 7,500; novelettes 8,500-10,000; articles 500-1,000; fillers. Written from viewpoint of both men and women. Mary Rollins. 3c. Acc.

Real Story, 535 Fifth Ave., New York 17. (M-15) For requirements see **Real Romances**, above.

Revealing Romances, 23 W. 47th St., New York 36. (M-15) First-person stories of courtship and marriage with strong reader identification. Stories must deal with problems that hit home and reflect modern-day living. Short stories 2,500-6,000; novelettes to 10,000. Articles and fillers 300-1,000. Romantic verse to 20 lines. Hilda Wright. 3c up, verse 50c a line. Acc.

Romance Time, 509 Fifth Ave., New York 17. (Bi-M-25) Strong, dramatic, emotional first-person stories based on women's real-life experiences 4,000-8,000. Elaine Moss. 3c. Acc.

Secrets, 23 W. 47th St., New York 36. (M-15) Dramatic first-person stories of courtship and marriage with emphasis on realism and emotional tone. Shorts 2,500-6,000, novelettes to 10,000. Articles on marriage, courtship, personality to 1,000. Romantic verse to 20 lines. Rose Wyn. 3c up, verse 50c a line. Acc.

Tan, 1820 S. Michigan Ave., Chicago 10. (M-25) First-person stories 2,000-5,000. Emphasizes Negro life but is not confined to Negro characters. Louie Robinson, Managing Editor. 1½c. Acc.

True Confessions, 67 W. 44th St., New York 36. (M-15) Short stories 1,500-10,000; novels 20,000. Must be realistic first-person stories, with strong characterization and sincere emotion, based on problems of life today; dramatic impact is necessary. The really "different" story is welcomed. Fact exposé or inspirational articles occasionally used. Fillers 500-1,000. Florence J. Schetty. 5c. Acc.

True Experience, 205 E. 42nd St., New York 17. (M-20) First-person true stories of emotional experiences. To 10,000. Especially seeking stories about 3,000. F. Gould. 3c-5c. Acc.

True Life Stories, 10 E. 40th St., New York 17. (Q-25) First-person confession stories 3,500-10,000; special need, 5,000-7,000. Fillers 350-750 on any subject matter in keeping with the idea of a confession magazine. Ira Peck. Fiction 4c, fillers and non-fiction approx. 5c. Acc.

True Revelations, 535 Fifth Ave., New York 17. (Q-25) First-person stories to 10,000. 3c. Acc.

True Romance, 205 E. 42nd St., New York 17. (M-15) First-person short stories 4,000-6,000, \$250; novelettes 10,000, \$375; short-shorts 2,000-3,500, up to \$250. F. Gould. Acc.

True Story, 205 E. 42nd St., New York 17. (M-25) Stories to 7,000; novelettes 9,000; double-lengths 11,000; 2-part serials 7,000-10,000 per installment. Nina Dorrance. Surprise-ending short-shorts \$100, average-length stories \$250-\$300, novelettes \$400, double-lengths \$500, serials \$425 each installment. Acc.

Uncensored Confessions, 535 Fifth Ave., New York 17. (Bi-M-15) For requirements see **Real Romances**.

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Fact Detective

Amazing Detective Cases, 655 Madison Ave., New York 21. (Q-25) Fact articles on crime cases with mystery and good detective work, 1,500-3,000. Official bylines preferred. Robert E. Levee. 3c up, photos \$5. Acc.

Confidential Detective Cases, 441 Lexington Ave., New York 17. (Bi-M-25) Detective cases, 3,000, with strong woman interest. Good photos with plenty of action and emotion help to sell any piece. 1,000-word pieces on various aspects of scientific crime detection. Ruth Beck. Acc.

Crime Detective, 441 Lexington Ave., New York 17. (Bi-M-25) Detective cases, 3,000, with strong timely interest. Good photos with plenty of action and emotion help to sell any piece. Also 1,000-word pieces on various aspects of scientific crime detection, on outstanding law-enforcement officials and criminologists. Ruth Beck. Acc.

Crime Exposé, 16 E. 55th St., New York 22. (Bi-M-25) First-person crime confessions, exposés, 2,500-3,000. Bill Guy, Editor. Acc.

Exposé Detective, 16 E. 55th St., New York 22. (Bi-M-25) For requirements see **Police Detective**, below.

Front Page Detective, 261 Fifth Ave., New York 16. (M-25) Crime articles dealing with personalities, unique police methods, exposés, 3,500. On-the-scene crime photos. Carmena Freeman. \$150-\$250; photos \$6 (more for series). Acc. Query on everything except picture stories.

Inside Detective, 261 Fifth Ave., New York 16. (M-25) Same requirements as **Front Page Detective**. Carmena Freeman.

Master Detective, 206 E. 43rd St., New York 17. (M-25) Fact crime stories to 6,000, emphasizing suspense. Mostly wound-up cases, fully documented. Adequate photos essential. R. F. Buse. \$150, photos \$5-\$7.50. Acc. Query essential.

Official Detective, 400 N. Broad St., Philadelphia 17, Pa. (M-25) True detective crime-detection stories 5,000-7,000; photos. Philip Weck. 3c up. Acc.

Police Detective, 16 E. 55th St., New York 22. (Bi-M-25) Articles 2,500-3,000 on crime, rackets; unusual crime stories; also shorts 250-1,000 on similar subjects. Exposé and confession-type articles emphasized. Contemporary murder cases preferred. Bill Guy, Editor. Acc.

Sensational Exposés, 16 E. 55th St., New York 22. (Bi-M-25) Articles 2,500-3,000 on women criminals, rackets; also shorts 350-1,000. Contemporary cases preferred. Bill Guy, Editor. Acc.

Startling Detective, 67 W. 44th St., New York 36. (M-35) Current murder cases; older factual crime stories; also current non-murder crime features, such as a robbery with unusual elements if written under the byline of a principal. Full-length stories to 6,000; features around 3,000. Pertinent photos essential. Hamilton Peck. 3c plus extra consideration for byline. Acc. Photos \$5. Pub. Query.

True Crime. For requirements see **Police Detective**.

True Detective, 206 E. 43rd St., New York 17. (M-25) Suspenseful current true detective crime stories with actual photos, with or without official byline, 3,000-5,000; double-length features 8,000-10,000. Detective and crime shorts and fillers, 100-1,500. R. F. Buse. From 3c, depending on length, merit of case, and handling of copy, photos \$5-\$7.50. Query before submitting copy. Send corroborating news clips or other authentication with MSS.

True Mystery, 16 E. 55th St., New York 22. (Bi-M-25) Articles and crime cases incorporating element of mystery and the bizarre 2,500-3,000; also shorts 350-1,000. Bill Guy, Editor. Acc.

True Police Cases, 67 D. 44th St., New York 36. (M-25) Fact detective stories to 7,000. Particularly interested in first-person stories or features under the byline of a person on either side of the law; and in sensational exposés of crime conditions in major cities. Joseph Corona. 3c up. Acc.

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Alfred Hitchcock's Mystery Magazine, Chanin Bldg, 122 E. 42nd Street, New York 17. (M-35) Emphasis on characterization, theme, and the quality of the writing rather than violence for its own sake. Mr. Hitchcock uses the magazine as a source of material for his TV show. William Manners, Editorial Director. 3c-6c. Acc.

Double Action Detective & Mystery Stories, 241 Church St., New York 13. (Bi-M-35) Detective fiction stressing plot and characterization, with mild sex interest. Murder mysteries preferred—straight crime and gangster stories not wanted. Robert W. Lowndes. ½c up. Pub.

Ellery Queen's Mystery Magazine, 527 Madison Ave., New York 22. (M-35) Stories of detection, crime, mystery. No supernatural stories per se, although if a legitimate mystery, crime, or detective short story has supernatural or horror element, O. K. No taboos, no angles editorially except that quality must be high. "Ellery Queen." Originals \$200 up for average length. Reprints, \$75 up. Acc.

Manhunt, 545 Fifth Ave., New York 17. (M-35) Fiction 1,000-12,000. Tough, hard-boiled, off-beat but realistic stories in the detective-crime field. Seeks only the best. Francis X. Lewis. 2c-5c, much higher on occasion. Acc.

Mercury Mystery Book-Magazine, 527 Madison Ave., New York 22. (Q-35) Full-length original mystery and suspense books with good pace. Preferable though not essential that hard-cover publication have been arranged for. True crime articles, original or reprint, to 6,000. Robert P. Mills, Managing Editor. 1c. Acc.

Mike Shane Mystery Magazine, 501 Fifth Ave., New York 17. (Bi-M-35) Each issue contains a novelette of Michael Shayne by Brett Holliday. Rest of magazine is open for detective and mystery stories of all schools, 1,500-15,000. Sylvia Kleinman. 1c. Acc.

Mystery Digest, 527 Lexington Ave., New York. (Bi-M-35) Mystery fiction 3,000-15,000. Rolfe Passer, Publisher. 1c. Pub.

The Saint Detective Magazine, 320 Fifth Ave., New York 1. (M-35) Stories 1,000 up of any type dealing with crime. Emphasizes quality. Uses some reprints, chiefly by big names. Hans Stefan Santesson. 1c. Month before pub.

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Amazing Stories, 366 Madison Ave., New York 17. (M-35) Action, science-fiction short stories 1,000-10,000. Science-fiction cartoons. Paul W. Fairman. 1c up, cartoons \$7.50. Acc.

ASTOUNDING Science Fiction, 304 E. 45th St., New York 17. (M-35) Science short stories to 8,000, novelettes 10,000-20,000; serials 30,000-100,000. Articles on recent science developments; query. John W. Campbell, Jr. 3c up. Acc.

Fantastic, 366 Madison Ave., New York 17. (M-35) Same requirements as **Amazing Stories**, above.

Fantasy Universe, 320 Fifth Ave., New York 1. (M-35) Stories 1,000-10,000—science fiction as well as fantasy. Articles chiefly on assignment. Hans Stefan Santesson. 1c. Month before pub.

Fantasy and Science Fiction, 527 Madison Ave., New York 22. (M) Science fiction and fantasy 500-20,000, occasionally longer. Uses some reprints. Send MSS. to editorial address, 2643 Dana St., Berkeley

4, Calif. Anthony Boucher. 2c up, first North American and foreign serial rights only; reprints \$50 up a story. Acc.

Fate Magazine, 806 Dempster St., Evanston, Ill. (M-35) Articles under 3,000 on psychic, unusual, unexplained happenings. "True Mystic Experiences" and "Survival" department stories, about 250 words. Mary Fuller. 2c, department shorts, \$5 each. Pub.

Future Science Fiction, 241 Church St., New York 13. (Bi-M-35) Same requirements as **Science Fiction Stories**, below. ½c up. Pub.

Galaxy Science Fiction, 421 Hudson St., New York 14. (M-35) Short-stories 2,000-3,000; short stories to 5,000; novelettes 7,000-10,000; novellas 15,000-18,000; serials 30,000-65,000 (**Galaxy Science Fiction Novels**—bimonthly paper-bound reprints—are completely separate from **Galaxy Science Fiction** magazine.) Exclusively quality science-fiction slant. No poetry, cartoons, articles, or fillers. H. L. Gold. 3c up, minimum \$100. Acc.

If—Worlds of Science Fiction, Quinn Publishing Co., Kingston, N. Y. (Bi-M-35) Science fiction, not fantasy. Stories to 12,000—under 5,000 preferred. Articles on assignment only, but inquiries will be considered. James L. Quinn. 2c up. Acc.

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Infinity, Royal Publishers, 47 E. 44th St., New York 17. (Every 6 wks.-35) Any length of science fiction to 15,000. Science fiction cartoons. Larry Shaw. 1c, cartoons \$5. Acc.

Satellite Science Fiction, 501 Fifth Ave., New York 17. (Bi-M-35) In each issue a novel 35,000-40,000. Also short stories representing good writing and imaginative quality, 1,500-6,000. Science fiction preferred to fantasy. Sylvia Kleinman. 1c. Acc.

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Science Fiction Stories, 241 Church St., New York 13. (M-35) Science fiction with adult motivation to 5,000; novelettes, 8,000-12,000. No fantasy. Robert W. Lowndes. ½c up. Pub.

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Double Action Western, 241 Church St., New York 13. (Bi-M-25) Short stories, 2,000-5,000; novelettes 10,000-20,000. Robert W. Lowndes. ½c up. Pub. Currently overstocked.

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